JULY 1940

School of Pharmacy
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The American Perfumer and ESSENTIAL OIL REVIEW

COSMETICS · SOAPS · FLAVORS

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If you are having trouble with corrosion and seepage, don't overlook the high corrosion resistance of Wirz Wax-Lined Tubes. While they are not a cure-all, their advantages are so great they are well worth a test, especially where milk of magnesia is an ingredient. Since our first announcement that we were equipped to supply Wirz Wax-Lined Tubes, many manufacturers have made tests and are now specifying Wirz Wax-Lined Tubes to protect product, package and good will.

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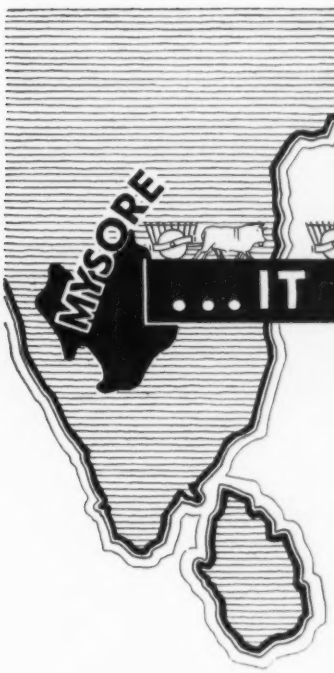

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This, together with scientific distillation, accounts for the universally recognized superiority of Mysore Oil, and is why Mysore Oil is always taken as the standard measure of quality.

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Most perfumers and soap manufacturers prefer to use natural products; due to uncontrolled supplies, prices often advance to such a point that they have to limit the use of natural products and use cheaper synthetic materials with varying success.

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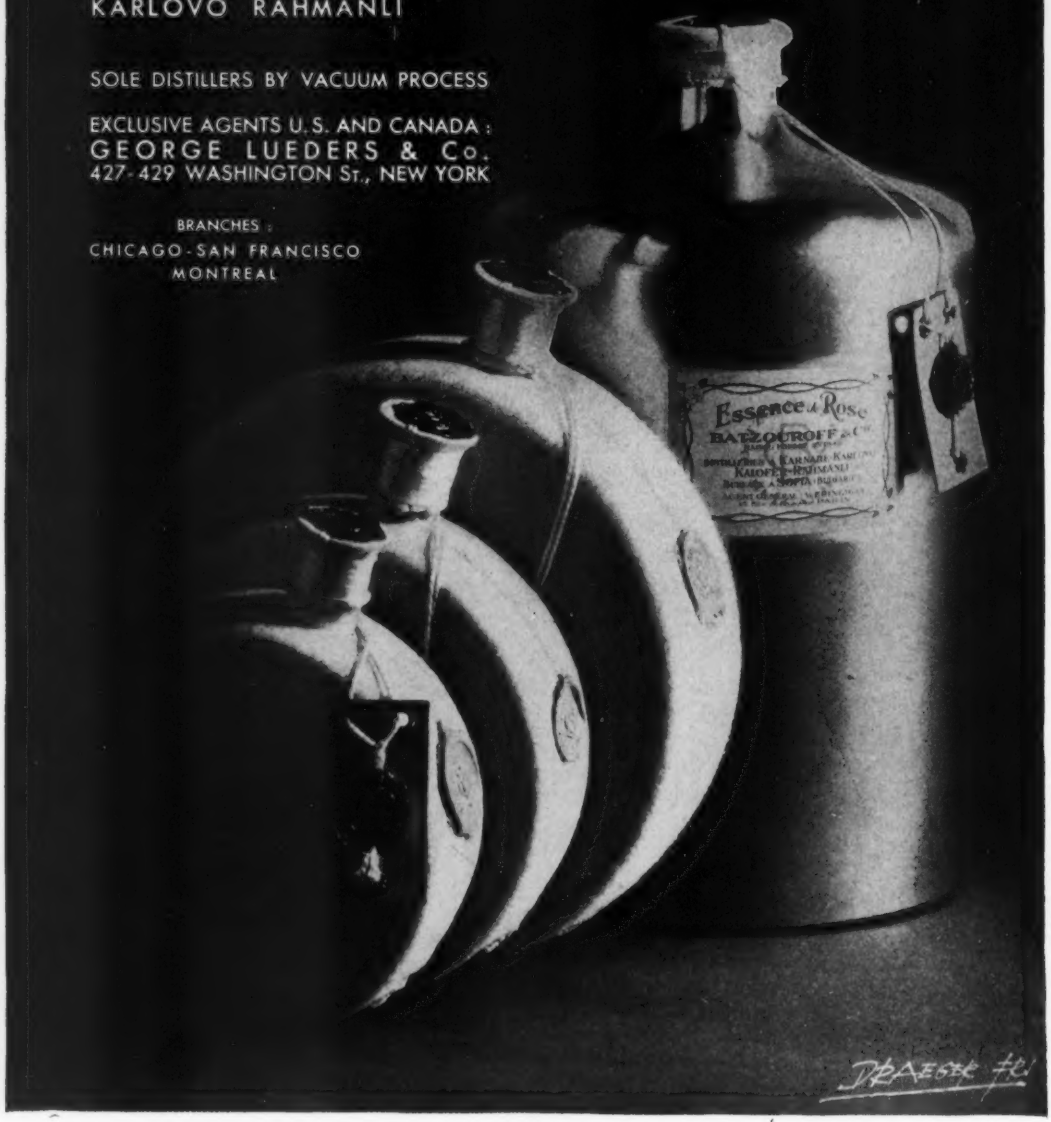

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YES, the woman who uses Radiance Lipsticks talks about them frequently—but that is of minor importance.

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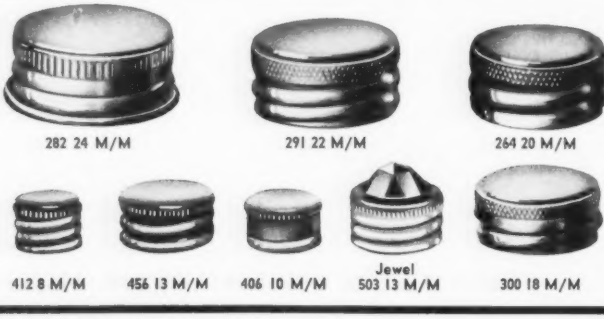
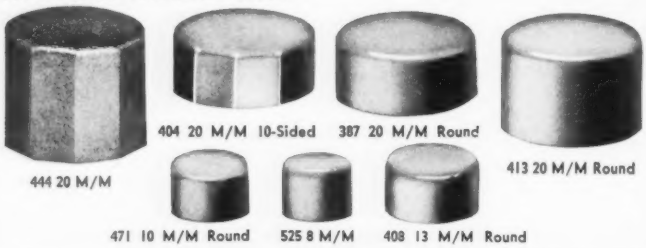
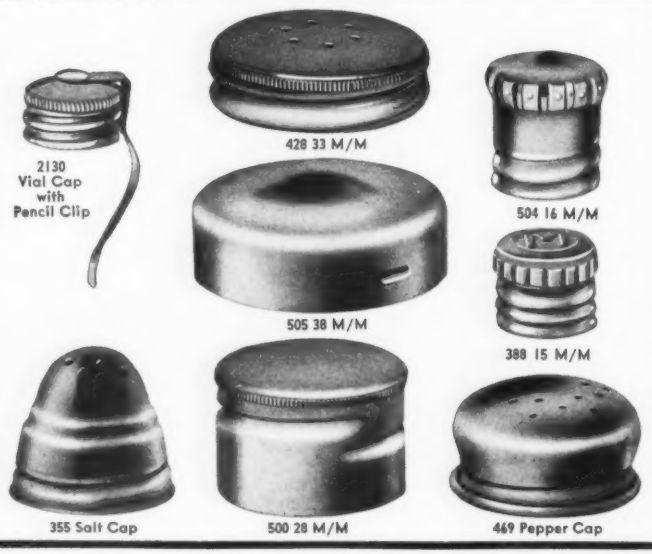


CONCEALED THREAD CAPS



MISCELLANEOUS



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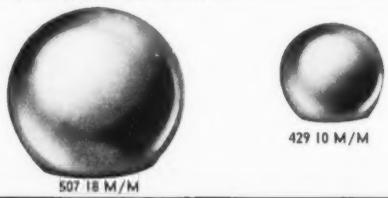
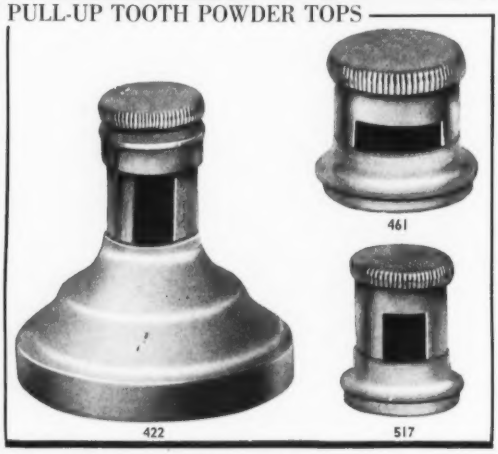


PULL-UP TOOTH POWDER TOPS



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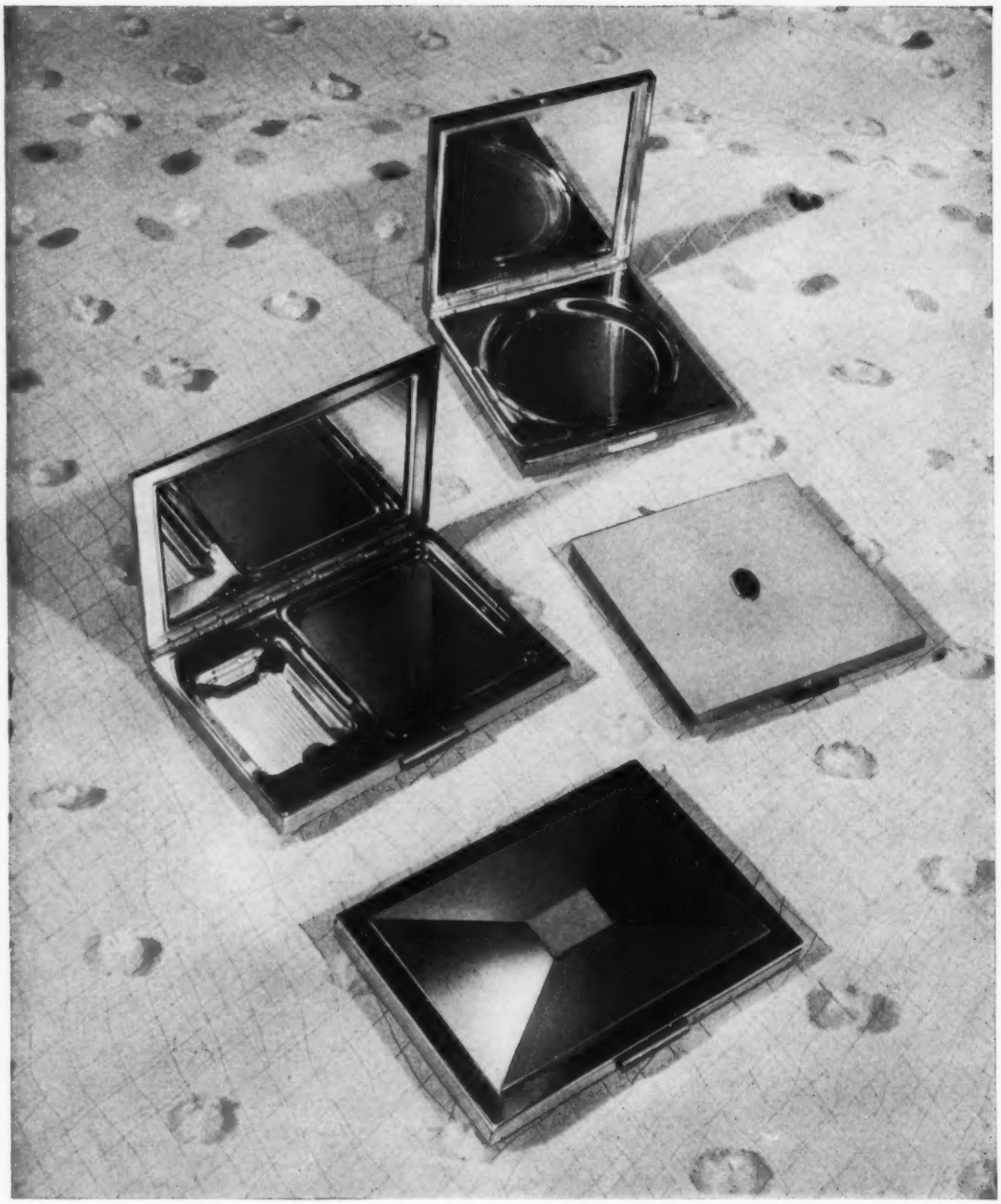

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"CLOSER TO GENUINE CIVET THAN ANYTHING I HAVE EVER OBSERVED"

. . . . So states an impartial observer—the perfumer for one of America's largest manufacturers—after his examination of

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What this means to users of natural Civet in view of world conditions and withdrawal from American markets of practically all available stocks is simply this: That they now have a ready and dependable supply of what is reliably considered an excellent substitute for *good quality, natural Civet.*

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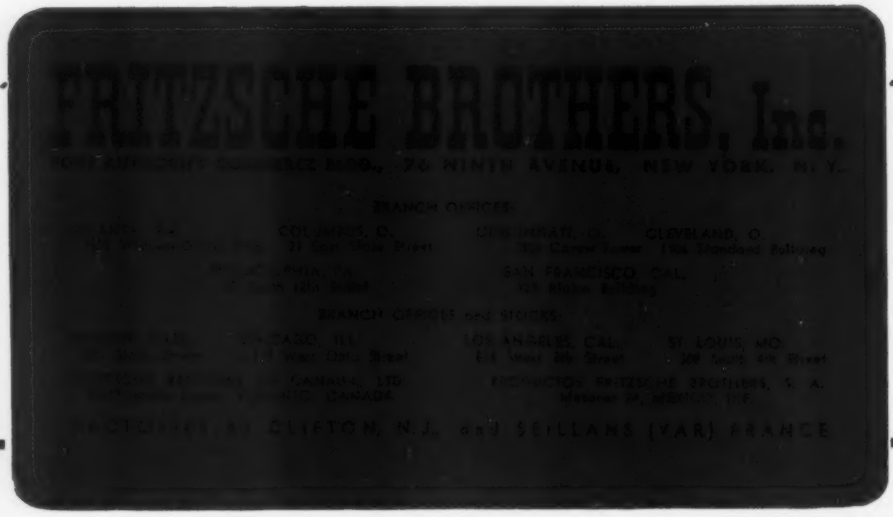

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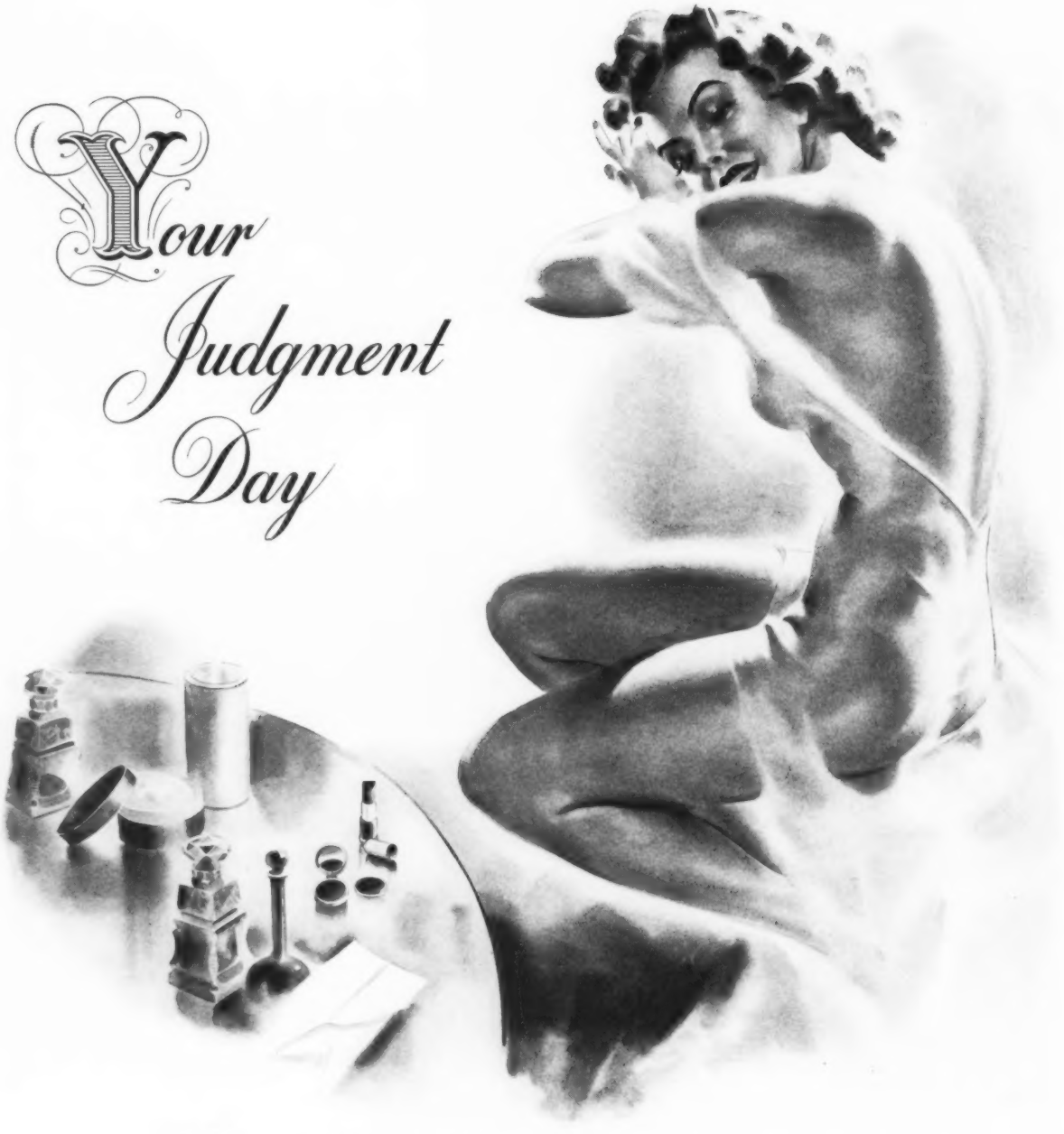

Your *Judgment Day* comes, not once in an Eternity, but every day—in my lady's boudoir. Through her discriminating use, your cosmetics and toiletries will be *judged.* They will not be found lacking in flattering color, seductive fragrance, enhancing formula, or smart packaging, if you have them manufactured by Allied.

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Sequoia in Yosemite National Park.

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ORANGE BLOSSOM

ALBERT VERLEY, INC.

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Absolute Eau de Fleur d' Oranger Synthetique V

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TURN the PAGE

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Myonal Summus

is more than a superb

Lily of the Valley

—it opens up sales opportunities you haven't considered possible

Think of a Lily of the Valley you can use even in face powder — one that fits into every kind of perfuming job you can conceive — and you realize that Myonal Summus is one of the very few such creations in existence . . . Almost any fantasy bouquet can be made more flowery and effectively sweetened with this rare creation — not to be compared in utility or distinction with any ordinary Lily of the Valley. Its delicate note simulates the fresh blossom with remarkable fidelity — maintaining its true flowery character from the very inception through all stages of evaporation . . . Myonal Summus is rare also in the range of its uses. It is one of the few Lily of the Valley creations which can be utilized in perfuming all cosmetic products — as a perfume, as a cream odor, in toilet waters and Colognes, in face powder — either alone or in combination. . . . Get this new, appealing note into your line. Write today for samples and prices.

Recommended

for success with
Lily of the Valley

Rhodinol Laevo Citronellol

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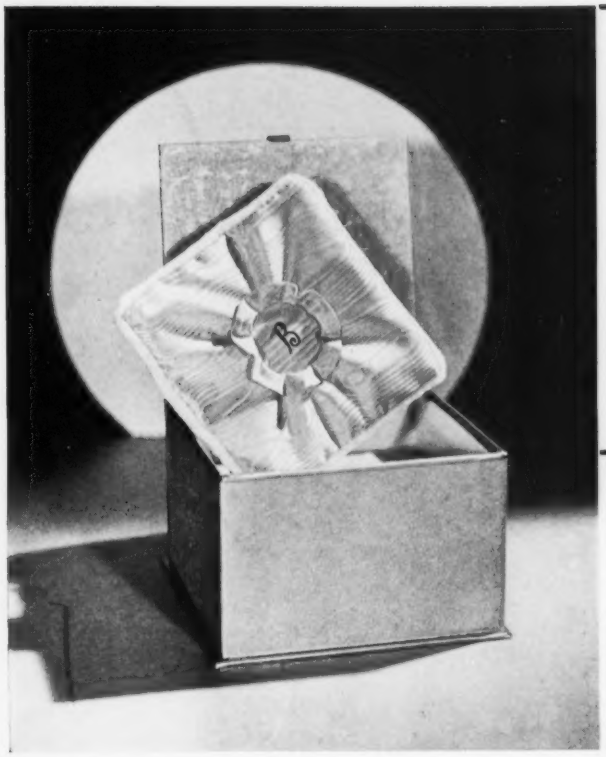

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(PATENT No. 1,813,518
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here's something new in POWDER PUFFS!

Here's something really new—a multi-colored puff that will greatly enhance the beauty and attractiveness of your powders.

Made entirely by machine, this puff can contain as many as five different colors at no extra cost. The *facing* of wool or velour may be one color, the *top material* of moired celanese another and the *ruff* a third. Two additional colors may be added by changing the *center* and using a contrasting color for *imprinting*.

• Thus, *at no extra cost* you get a five-color puff that appears to be hand made because of a mechanically produced fluted effect. We'll gladly send you samples of this new puff, the one that can embody practically every color characteristic of your line.

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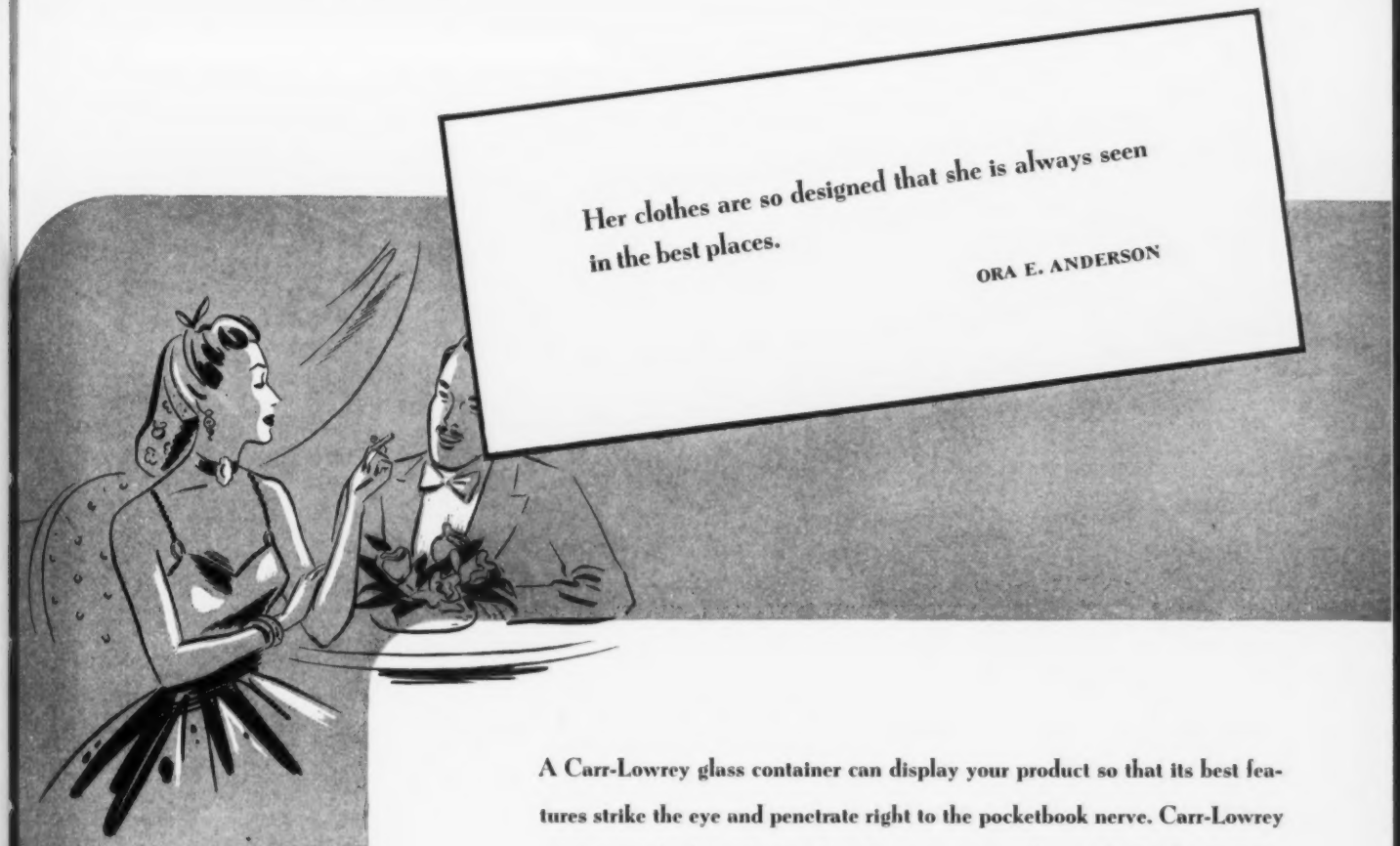
Women will pay More
FOR BETTER COSMETICS
Since face powder is bought solely to end shine its success depends upon its efficiency in doing just that . . . in ending shine.
Face Powder Base Z makes your powder stay on . . . with a thin, invisible film . . . that resists wind or rain . . . and that doesn't let shine through. It never becomes transparent. Result: successful sales for you.
ALSO INVESTIGATE
Phenyl Ethyl Alcohol Verona
Ionone 100% Verona
Ionone Methyl Verona
Alpha Amyl Cinnamic Aldehyde Verona
Requests for samples on your firm's letterhead will be promptly answered.
AROMATICS DIVISION
GENERAL DRUG COMPANY
170 Varick Street, New York, N. Y.
9 S. Clinton St., Chicago, Ill.
Transportation Bldg., Los Angeles, Cal.
907 Elliott St.W., Windsor, Ont.



A Carr-Lowrey glass container can display your product so that its best features strike the eye and penetrate right to the pocketbook nerve. Carr-Lowrey containers also have the faculty of getting your product in the "right places"—the places where most money is spent.

For each Carr-Lowrey glass container is designed with an eye to *Attractiveness*. Carr-Lowrey encases your product not merely in glass—but also in *class*. Makes it *belong* in the finest package company.

And the rest of Carr-Lowrey's famous "three-point service"—*Practicability* and *Economy*—takes care of the remainder of your package problems.

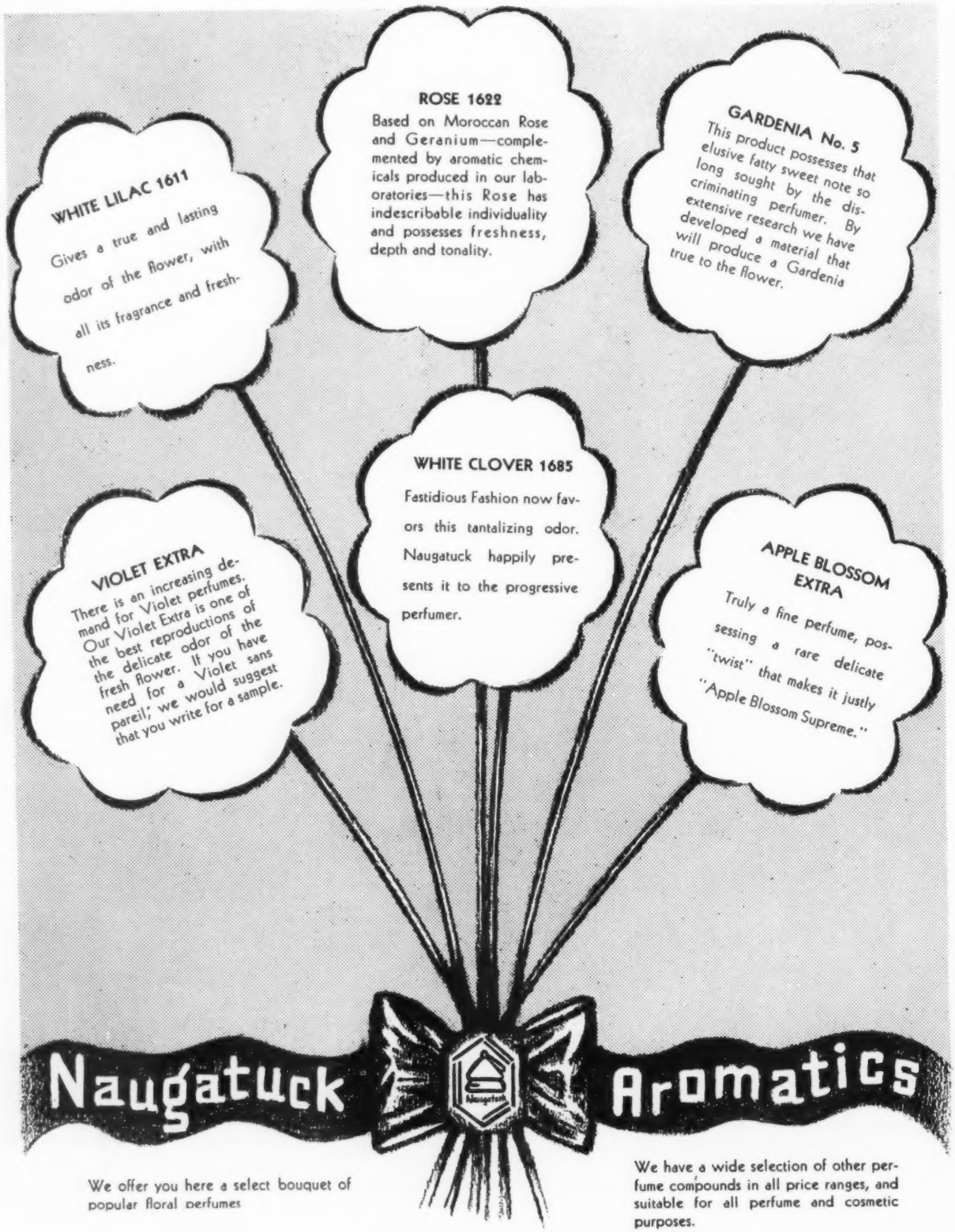
A Carr-Lowrey consultation costs nothing, involves no obligation, holds untold possibilities for package improvement.

All the modernity of the 20th Century's skyscrapers is incorporated into this distinctive bottle designed and produced by Carr-Lowrey's "3-point service." Black label further accentuates whiteness of the bottle's contents.

Carr-Lowrey Glass Co.

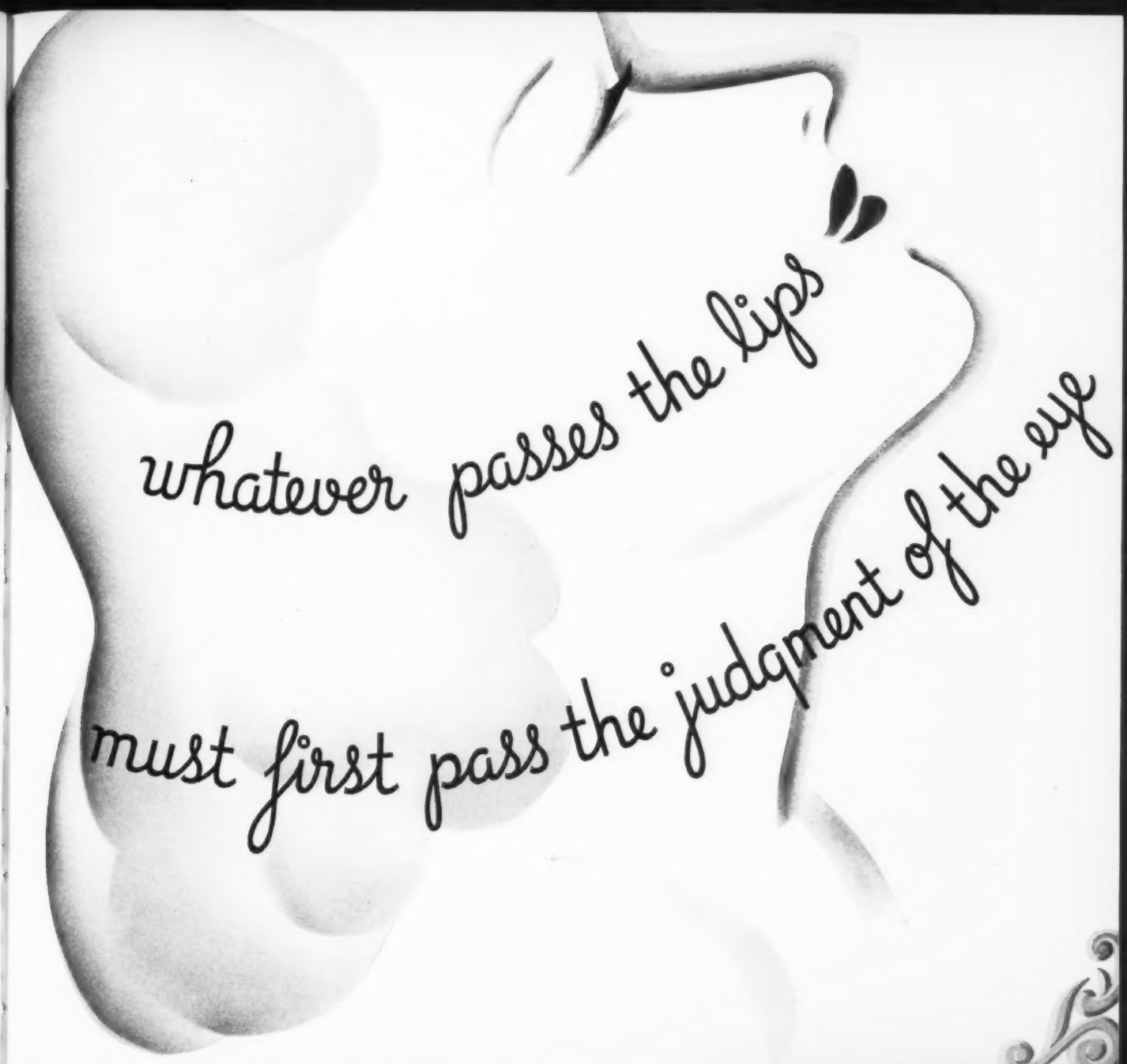
Factory and Main Office: BALTIMORE, MD.

New York Office: 500 Fifth Avenue • Chicago Office: 1502 Merchandise Mart


ROSE 1622
Based on Moroccan Rose and Geranium—complemented by aromatic chemicals produced in our laboratories—this Rose has indescribable individuality and possesses freshness, depth and tonality.
WHITE LILAC 1611
Gives a true and lasting odor of the flower, with all its fragrance and freshness.
GARDENIA No. 5
This product possesses that elusive fatty sweet note so long sought by the discriminating perfumer. By extensive research we have developed a material that will produce a Gardenia true to the flower.
WHITE CLOVER 1685
Fastidious Fashion now favors this tantalizing odor. Naugatuck happily presents it to the progressive perfumer.
VIOLET EXTRA
There is an increasing demand for Violet perfumes. Our Violet Extra is one of the best reproductions of the delicate odor of the fresh flower. If you have need for a Violet sans pareil; we would suggest that you write for a sample.
APPLE BLOSSOM EXTRA
Truly a fine perfume, possessing a rare delicate "twist" that makes it justly "Apple Blossom Supreme."
Naugatuck
Aromatics
We offer you here a select bouquet of popular floral perfumes
We have a wide selection of other perfume compounds in all price ranges, and suitable for all perfume and cosmetic purposes.

12 EAST 22nd STREET • NEW YORK, N. Y.

440 W. WASHINGTON STREET, CHICAGO, ILL. • H. M. ROYAL, Inc., 4814 LOMA VISTA, LOS ANGELES, CALIF.



Quality in packaging . . . that keeps faith with the product's integrity . . . secures preference inspired by confidence. Our unlimited facilities and long experience in a complete packaging service enable us to render valuable assistance with regard to containers, closures and cartons for hygienic and pharmaceutical products. Owens-Illinois Glass Company, Toledo.

OWENS-ILLINOIS

Complete Packaging Service

GLASS CONTAINERS—CLOSURES—SHIPPING CARTONS

"THEY SAY A CARPENTER'S KNOWN BY HIS CHIPS"

(J. Swift)

And similarly the artistry and skill which produce Felton perfumes and aromatics are proclaimed by the many successful and well known cosmetics in which they are used.

If you make only one cosmetic item . . . or a complete toiletries line, you'll find a perfect Felton perfume for your purpose. Every one of them is the superb creation of skilled perfumers with a keen understanding, not only of your own production problems, but the demands of the consumer as well.

A majority of the basic aromatic raw materials used in perfumery are made in our own factory. That's another reason why you can always depend on the uniform quality and economy of Felton Perfumes.

SEND TODAY FOR YOUR COPY OF THE NEW FELTON CATALOG OF PERFUMES AND AROMATICS

Testing Samples Gladly Supplied!

FELTON

CHEMICAL COMPANY, INC.

603 Johnson Avenue, Brooklyn, N. Y.

Stocks in Principal Cities

Courtesy of Pharmacy
University of Md

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the American Perfumer and ESSENTIAL OIL REVIEW

COSMETICS · SOAPS · FLAVORS

EST. 1906

WILLIAM LAMBERT, *Editor*
MAISON G. deNAVARRE, PH.C., B.S., *Technical Editor*

CONTENTS · JULY 1940

LEGAL TRENDS ..... *John S. Hall* 25

WHY THE COSMETIC INDUSTRY GREW ..... *Jesse Thompson* 27

MIXING PASTES, CREAMS, EMULSIONS ..... *Maison G. deNavarre* 31

A CRITICAL SURVEY OF MANILA YLANG YLANG OIL ..... *Ernest Guenther* 34

CONGRESS AID ASKED ON ALCOHOL TAX 38

NEW TOILET GOODS REVIEW 43

DESIDERATA ..... *Maison G. deNavarre* 44

- Sorbitol Solutions
- A Need
- Insect Infestation
- Compressed Air Cleaner
- Salt Tablets
- Vacuum Powder Filler
- War Jitters
- Mixing

QUESTIONS AND ANSWERS 45

CANADIANS CONSIDER TAXES AND TARIFF 46

PACKAGING PORTFOLIO 47

HOW TO MAKE FLAVORING ESSENCES ..... *H. Stanley Redgrove* 51

FLAVOR CLINIC ..... *J. A. Bouton* 54

EDITORIALS 57

NEW PRODUCTS AND PROCESSES 58

CATALOGS AND DEVELOPMENTS 58

AMONG OUR FRIENDS 60

NEWS AND EVENTS 62

TECHNICAL ABSTRACTS ..... 65 *through* 88

WAR AND TAX DISTURB MARKET 98

PRICES IN THE NEW YORK MARKET 100

KIMBLE GLASS VIALS

Get Your Product IN!

While salesmen cool their heels in the waiting room, Kimble Glass Vials—carrying samples of your products by mail—are delivered to the desk of the man you want to reach!

For A NEW VERSION OF YOUR *OLD* PACKAGE
A RAPID ACCEPTANCE OF YOUR *NEW* PRODUCT *Consult Kimble*

© 1940, KIMBLE GLASS CO.

The Visible Guarantee of Invisible Quality

KIMBLE GLASS COMPANY . . . VINELAND, N. J.

School of Pharmacy
University of MA

LEGAL TRENDS

by JOHN S. HALL*

Trade Barriers

Unquestionably one of the most serious problems confronting the food, drug and cosmetic industries is the possible introduction of control bills containing revenue provisos, and it is incumbent upon the food, drug and cosmetic industries to drastically oppose such acts, in order that state trade barriers may be eliminated in the manufacture, sale and distribution of foods, drugs, devices and cosmetics.

The first outstanding movement in a campaign to remove interstate trade barriers which restrict the free flow of capital and commerce across state lines was announced recently by Richard P. Brown, secretary of the Pennsylvania state Department of Commerce. The Pennsylvania commission held a joint session with a similar commission of New York state in New York City last January. The main purpose of the joint meeting was to discuss existing trade barriers between the two states. As a result of this conference the state of Pennsylvania secured a wider market for its products, thereby increasing employment.

Thirty states now have laws under which their own producers or contractors are favored in public purchases. Eighteen states, including Pennsylvania, have not as yet adopted such restrictive legislation. I may also add that there were a number of sectional state meetings, wherein state officials within given zones conferred and formulated plans to continue this activity.

United States Secretary of Commerce, Harry L. Hopkins, announced recently that an immediate plan of action of the Interdepartmental Committee on interstate trade barriers has been outlined, following conferences with officials of the Council of State Governments and the Conference of Governors. Secretary Hopkins also declared that, apart from the possibility of hearings before the Temporary National Economic Committee, the immediate activity of the Interdepartmental Committee will involve continuous expansion of research already under way in the interstate trade barrier field.

It was generally agreed that research projects under way would be speeded up, and their results made known to interested agencies, such as the Council of State Governments and the Conference of Governors. A considerable amount of information and data has already been accumulated by the United States Department of Commerce, which may be obtained upon request. Additional information on the restriction of free flow of interstate commerce by state barrier laws will be gathered by the Interdepartmental Committee and turned over to interested organizations; likewise information assembled through states will be made available to the committee, to coordinate such research activities. During the past year an effort was made to complete a digest of state barrier laws on the statutes of the eight states in which the legislatures convened in regular session.

Administrative Agencies

The present era is one of rapid change to meet the demands of new political, economic and social conditions wherein certain practical adjustments must be made. We have accordingly seen a remarkable expansion or extension of governmental agencies in the field of public administration. As a result the subject of administrative law has for more than a generation been the fastest growing part of our legal system. Moreover, it presents legal problems which are pressing for a well-informed and intelligent solution. Many administrative agencies therefore have been created which partake of legislative, executive and judicial functions. An investigation of the laws of the federal government and of the average state readily demonstrates how closely related to public welfare they are.

The last thirty years have been marked with a prodigious rise and growth of administrative tribunals, although technically not courts in the constitutional sense yet nevertheless they are invested with extensive authority in adjudicating matters of vital concern to manufacturers and individuals. For example, in 1926 in the state of illinois there were 78 provisions of the Illinois statute vesting in non-judicial officers authority to determine or control private rights. Since then the number has materially increased, principally in fields of labor, old age assistance, occupational diseases and unemployment.

We are now facing what is perhaps the most critical problem of administration. For many years the question of the scope of administrative agencies has caused much confusion. There has been a vast difference of opinion on this subject and the United States Supreme Court only recently had occasion to express itself on certain aspects thereof. As a result a bitter debate has taken place between persons who maintain the traditional attitude of the supremacy of law and those who see these new organs of government as genuine aids to the legislative and executive departments in furtherance of the democratic principle.

The courts can be influential in maintaining a proper equilibrium between various organs of government to the end that public administration will be efficient and that government will function for safety rather than speed. In this way the judicial agencies of society can truly exhibit the possible and worthwhile attributes of judicial statesmanship.

The question of authority of administrative agencies has had the attention of the Attorney General's Committee of the Department of Justice, and the Attorney General's Committee on Administrative Procedure held public hearings on June 26, 27 and 28, as likewise July 10, 11 and 12, at the United States District Court House, Washington, D. C. The purpose of the hearings was to invite all persons and organizations to express their opinions of the procedure of the administrative departments of the Federal Government.

* Extract from report to Flavoring Extract Mfrs. Assn.

No Shortage!!!

We continue to supply our regular customers with their normal requirement of Wardia. We welcome the opportunity of doing likewise for you.

Wardia

The Rose Synthetic

by CHUIT NAEF & CIE.

PREVAILING conditions in the natural floral oil markets during the past several months have proved conclusively the wisdom of assuring yourself security and stability in your requirements of basic Rose products. Change to WARDIA and guarantee both constant quality and stable price!

Introduced to American perfumers four years ago, WARDIA has exceeded our most optimistic expectations. Its daily increasing sale is proof that it has lived up to all claims made for it.

WARDIA is entirely synthetic! Its unbelievably close resemblance to natural Rose has astonished and won the admiration of the most exacting perfumers and cosmeticians. Switch to WARDIA in your next batch formula and eliminate future worry!

$57.00 Per Pound — A Trial Ounce $3.75

Firmenich & Co., Inc.

135 FIFTH AVENUE, NEW YORK, N. Y.

CHICAGO OFFICE: 844 NORTH RUSH STREET

Photo courtesy Frances Denney

WHY THE COSMETIC INDUSTRY GREW

Breaking down of public prejudice against artificial beauty aids, aggressive merchandising and widened scope of advertising were three factors in development of consumer acceptance

by JESSE THOMPSON

EDITH CASE of Detroit, Michigan, whose family was the subject of the May 1940 study in the *Ladies' Home Journal* "How America Lives" series, spends for beauty a little less than the American woman's average of $7 a year on cosmetics, $10.50 annually for beauty shop services. The total cosmetic bill is $300,000,000, perfumes increase that by about a third and the beauty shop check is around $450,000,000.

Comparable figures for 1900 are not available but from pre-war, i.e. 1914, census statistics it seems safe to assume that the total turnover in cosmetics of all kinds, excluding only the item of soap, was never in excess of $24,000,000 for any one year.

WHY THE COSMETIC INDUSTRY GREW

This tremendous growth of the cosmetic industry is predicated upon many interlocking factors; three of these are outstandingly important:

1. The breaking down of the public prejudice against artificial beauty aids which existed in the 1890's and the early 1900's; this was due to a number of social upheavals, including the World War and prohibition, but it was also due to
2. The imaginative and aggressive merchandising efforts of the industry and also to
3. The scope and power of cosmetic advertising which increased as popular resistance diminished.

Today cosmetic advertising is subject to the stipulations and cease and desist orders of Federal Trade Commission control. This external influence confronting the industry, while in no way comparable is nevertheless roughly parallel to the situation in the 1900's; so that a study of the three

factors just mentioned should prove not only enlightening but of practical value to the advertising interests in the industry.

THE BADGE OF JEZEBEL

In the final years of the last century, "face painting" was frowned upon as being the badge of the Jezebel. "Eve's Glossary," a book published in 1897, was outspoken: "It is a mystery why women of the world insist on plastering their skins with paints and powders which deceive nobody and give any woman an appearance of doubtful respectability."

Any woman, not an actress or a lady of fashion, risked her reputation if she so much as powdered her face; and as for rouges, nail enamels and eye make-up, these were simply unthinkable even though they have existed since the days of Cleopatra. For, as we know, cosmetics and perfumes played an important part in Nero's court, were used by the Empress Poppea, her ladies and even the Emperor himself. Moreover, they had a full "line" at their command—white lead and chalk for whitening the skin, Egyptian kohl for eye make-up; "fucus", a kind of rouge, for cheeks and lips; and the depilatory in use was called psilotrum.

COSMETICS IN 1902

In 1902, the condemnation of cosmetics was as strong as ever; Henry Finck in his book "Romantic Love and Personal Beauty" wrote: "it is needless to say that women who paint their faces put themselves on a level with savages." And later, he continues, "Masculine amorous preference for pure complexions has at last succeeded in banishing paint from the boudoir." This statement was not, of course, accurate but it does go to show the difficult situation which the cosmetic industry had to face and explains why the manufacturers of those days walked on eggs.

Few of them advertised. The May and December 1900 issues of a leading woman's magazine, typical of the times, carried less than a dozen cosmetic advertisements. Ivory, Fairy, Jersey Cream toilet soaps, Colgate's Cashmere Bouquet, two or three face powders, Quentin's perfumed bath wafers, Mennen's talc, Rubifoam dentifrice—that was practically the entire list. The space used was small, 2 to 4 inches single column usually.

Copy was necessarily discreet. Freeman's face powder used a testimonial from Maxine Elliott, and urged a trial; Lablache stated simply that it "brings beauty to face, neck and arms". Fairy Soap printed a testimonial from the wife of Admiral Sampson which gave as her opinion that "The Fairy Soap is good, there's no denying it." Quentin's wafers claimed only to "perfume the bath" and Rubifoam offered a sample vial for 2 cents.

DAWNING ACCEPTANCE BY 1905

By 1905, the example set by the women of fashion, combined with the gentle persistence of the manufacturers' advertising and the continuing efforts of the mail order houses, had created a

Hinds
Honey and Almond
Cream
THIS Cream, with its soothing, healing effect upon windburn and sunburn, is a necessity in mid-summer to every woman. The easiest cream in the world to use,—no massage nor prolonged process—simply moisten the skin gently, morning and night, or at any time
'Twill cool and soften and freshen most delightfully,—keeping the complexion always attractive. Its economy is due to the small amount required,—only enough to moisten the skin.
The other Hinds requisites, daintily pink-packaged, may be had in sample form, or the trial sizes in a box, as described below. There's summer comfort and charm for you who begin now to use these surpassing necessities.
SAMPLES: Be sure to enclose stamps with your request. Hinds Honey and Almond Cream 2c. Both Cold and Disappearing Creams 4c. Talcum 2c. Trial Cake Soap 8c. Sample Face Powder 2c. trial size 15c.;
Attractive Week-end Box 50c.
Hinds Cream Toilet Necessities are selling everywhere or will be mailed, postpaid in U. S. A., from Laboratory.
A. S. HINDS, 200 WEST ST. :: :: PORTLAND, MAINE

Hinds advertised in The Ladies' Home Journal, August, 1919

spreading acceptance among everyday people for powders, rouges, blondines, deodorants and other "cosmetiques" as they were frequently called.

So a new note of assurance is found in the advertising. Ivory soap, for instance, was using full pages and printing bolder copy:

> "Be careful of your hands. Yellow soaps will make them red and coarse and hard—a source of never-ending humiliation and annoyance. Ivory soap adds to their beauty; keeps them soft and sweet and dainty. It is the only soap the self-respecting housewife will use."

Several new names appeared among the advertisers: Calox, Sanitol tooth powder, Packer's tar soap, Thy-ca-lol antiseptic and Hair Fluff, a powder which when sifted on the hair and brushed out "imparted" new beauty. The next five years witnessed no marked departure in advertising technique but it did add considerably to the company of advertisers, including Craddock's blue soap, William's and Lehn & Fink's products. Lifebuoy was not yet using its B.O. theme although a hint of it was already to be detected in Drosis, a deodorizing toilet powder.

Cosmetic acceptance was growing at an accelerated pace and the reproach once attached to "painting" was forgotten.

EFFECT OF WORLD WAR ON THE INDUSTRY

Progress continued in more or less leisurely fashion for another four years. Then came the World War. The effects on the United States began to be apparent by 1915 and were reflected not only in industry but in the social set-up. Women by the thousands went out into a new world of jobs, wages skyrocketed, prosperity brought a tendency toward extravagance. Men bought expensive silk shirts and women turned to clothes and beauty.

The cosmetic industry, among others, responded to the stimulus. The number of products advertised in the May 1915 issue of the woman's magazine already mentioned was more than double the 1900 figure. Among the newer advertisers were: Woodbury, 4711 perfume, Jergen's, Lustr-ite nail enamel, Air Float talcum, Listerine, Sempre Giovine perfume. Full page space was no longer exceptional and copy was franker and more persuasive.

COLGATE'S BLIND PERFUME TEST

Woodbury described "the most famous skin treatment ever formulated" and concluded "you can't keep the charm of the skin you love to touch" without it. Odorono and Mum were both harking forward, the latter stating that it "gently neutralizes all bodily odor and keeps the body sweet from bath to bath." Colgate featured a blindfold test—3 Colgate perfumes, 3 imported, none labeled—in which a jury of over 100 women disproved the supposed superiority of imported "odeurs".

GREATNESS AHEAD—NEW PRODUCTS

This new attitude toward beauty made rapid gains and by the end of 1915 still more products had joined the advertised list: Daggett & Ramsdell (introduced 25 years previous), Hind's almond cream, Suprema and Pompeian creams, Mary Garden face powder. Pond's vanishing cream ran pictures of Julia Sanderson and Jane Cowl, foreshadowing today's society, screen and stage star testimonials. From this particular advertisement it would appear that vanishing cream was something new, it having been necessary to tell what it is, how it differed from cold cream and how to use it.

AMAZING GROWTH IN SIX YEARS

By the time the doughboys were back from "Over There", bringing home gifts of French perfume for wives and sweethearts, the cosmetic march was in full stride, with words and music and sales to match. From the 1925 Census of Manufacturers, we quote the following figures; the picture they paint needs no gilding.

1919	$82,084,000 wholesale cosmetic sales*
1921	90,756,000
1923	119,237,000
1925	147,392,000

*These figures, stated as turnover, include creams, rouges, perfumes, toilet waters, etc.

The whole thing had become, as Palmolive stressed, a question of beauty culture.

In the advertising and merchandising of cosmetics, several important innovations were introduced in the 1920's and by 1930 these had become so well established as to be reflected in the copy running in that year.

Science was being given full rein. Camay's page contained "scientific advice on precious complexions", Woodbury's was featuring "desquamation" explained as "the medical term for invisible skin peeling" and Palmolive was running a series picturing famous beauty specialists and quoting their counsel.

Sponsored radio network shows were born in this decade and by 1930 had become vital enough to be played up in advertisers' published copy, one example of those days being Pepsodent's invitation to readers to tune in on Amos and Andy.

D.&R.
PERFECT
COLD
CREAM
"The kind that keeps"
The most effective agency in the preservation of youthful good looks is a massage with a proper skin food.
DAGGETT & RAMDELL'S
Perfect Cold Cream
• "The Kind that Keeps"
Is a Skin Food that cleanses, nourishes and removes all irritations from exposure. Our book "Beware the Finger of Time" is a complete treatise on how to massage your own face. A copy and trial tube of Perfect Cold Cream mailed for 10 cts. Drug and department stores.
PRICES
In Tubes, ... 10c., 25c.
Glass Jars, . . 25c., 50c., 85c., $1.50
DAGGETT & RAMSDELL
17 W. 34th Street, New York
Opposite the Waldorf-Astoria
COLD CREAM
Early magazine advertising of Daggett & Ramsdell, circa 1905

COLORED NAIL ENAMELS NEW IN 1930

In a merchandising way, the industry was introducing red nail enamels; the idea was so new in 1930 that a magazine called the attention of its readers to the "girl on the cover" whose nails were a bright crimson. Tangee lipstick, on the other hand, found a better merchandising angle in "natural" color for the lips.

But all these innovations were insufficient to keep cosmetic sales from being affected by the catastrophe of October 1929 and the subsequent depression. Not until last year did retail cosmetic sales pass the 1929 record of over $400,000,000.

However, the early years of the depression had the opposite effect on cosmetic advertising; it ac-

celerated both the tempo and the "sell" of the copy and in 1935 the two top copy approaches were the lure or romance angle and the scientific angle.

Cutex spotlighted "matching lips and fingertips"; Jergen's suggested that he would "love the touch of your hands"; Ingram's milkweed cream showed how to "keep young"; Camay played up bridal glamor. On the science side, Pond's cream told how lines, wrinkles, blemishes start in the "under skin"; and in its powder copy, this same manufacturer suggested "matching the powder to the hidden tints of the skin". Coty spoke of its "air spun" process, Lady Esther invited women to make the "bite test" and Woodbury's emphasized "germ free" care.

This was the stage set onto which F.T.C. strode in May 1938.

A year after Wheeler-Lea, Woodbury was saying "lovable beauty blooms while you sleep", Arden had her Velva cream mask, Pepsodent its irium. Bourjois made much of Evening in Paris, Ipana of "Hearts in Harmony", Lux of movie stars and Yardley of its duchesses.

Today, cosmetic advertising still follows the two principal trails blazed during the past 40 years: 1, the romantic and 2, the scientific which has been modified. In addition, today's cosmetic advertising has the advantage of frankness denied to the earlier manufacturers.

Thus, the effect of F.T.C. control has been to remove the spots, wrinkles and blemishes from beauty copy; it has proved much less of a restraining factor than at first imagined and infinitely less restraining than the consumer disapproval of the 1900's. Thus, again, cosmetic advertising has a fresher, clearer complexion; and the same freshness and ingenuity has extended to merchandising, with the result that 1937's volume was topped in 1938; that was in turn topped by 1939 which, as we have seen, is higher than the previous (1929) high. As for 1940, that is in the laps of the fair sex.

Family Income

IF the income of the 54 per cent of American families now receiving less than $1,250 a year could be raised to an average of $1,500, the economic problem in America would be practically solved, according to Dr. Helen Everett Meiklejohn of the San Francisco School of Social Studies.

Statisticians have shown, she pointed out, that such a rise in income for those in the lower brackets would result in such spending increases as $385,000,000 annually more for transportation and $11,000,000 more for oranges.

Dr. Meiklejohn asserted that today's economic thought should not concern itself fundamentally with increasing populations and expanding frontiers, but with a "new era of mature economy."

"Today America is entering into a mature economy—in which population is approaching a stationary level, there are no further physical frontiers to push farther back, mass production has been fully developed in most important directions, and not only is the average age of citizens advancing, but the value of older men and women is being increasingly recognized," she said.

"Free competition is closely associated with an era of expanding economy, but in a 'mature economy' its benefits are not so apparent and 'monopolies,' 'combinations,' and governmental control of prices are viewed more kindly," she added.

Industries in which free competition is the rule, she pointed out, demonstrated during the depression that by reducing prices to keep up output they were able to maintain employment, but not dividends, while combinations to fix prices and control output result in wholesale unemployment during depression periods.

At another session of the Summer Institute of Social Progress, Professor J. M. McDaniel of the economics department, Dartmouth College, stated that "if the forces making for price rigidity are too strong to overcome, then it is highly probable that the government will be forced into the business of directing the flow of investments as a permanent function."

"Mr. Walters—Three weeks ago you promised my company an order!"

Sales Development Programs

NO business is big enough to be entirely self-contained. With few exceptions, such highly specialized jobs as sales training programs, sales equipment, unusual promotional campaigns, can be handled more economically and more effectively by professional specialists than by your own personnel.—*Trade Ways, Inc.*

MIXING PASTES, CREAMS, EMULSIONS

Various types of mixers, mills and homogenizers for use of the small manufacturer of cosmetics . . . Standard types of machinery illustrated*

by MAISON deNAVARRE

Fig. 1. Push-pull mixer

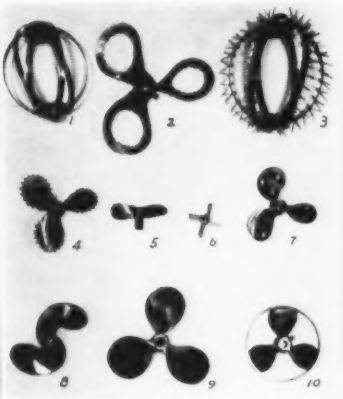


Fig. 2. Types of propellers

Fig. 3. Cream mixer

LIGHT and medium-heavy mixing can be readily accomplished with a push-pull type of portable agitator shown in *Fig. 1.*

Simplicity of construction, ruggedness and adaptability of this kind of agitation, makes it a common sight in cosmetic plants. It can be used successfully in making liquid emulsions, emulsified cold creams and other medium-heavy mixes. The agitators are available in a series of standard sizes from several manufacturers. Special mixing blades for particular mixing jobs are illustrated in *Fig. 2.*

Factors affecting mixing efficiency are depth and shape of tank, shape of bottom, ratio of depth to diameter of tank and presence of heating coils or baffles. Bissell (*Ind. & Eng. Chem.* 30, 493, 1938), says that "round tanks are better than square tanks, and square tanks are better than rectangular tanks. The shape of the bottom is also a factor; a flat bottom is better than a dished-in bottom; a dished-out bottom is better than a flat one; and a conical bottom requires critical location." The upper limit of viscosity for mixtures to be agitated by propellers is around 3600 centipoises.

A major problem in cosmetic practice is the blending of powders into a cream mass. A particular propeller has been found most useful for this purpose because of the shear produced by holes in the blades. By using a blade of this type, the pigment may be easily mixed into the mass, requiring a minimum of subsequent treatment. In fact, the production of hand creams based on glyceryl monostearate containing titanium dioxide does not require milling, if the pigment is first mixed into a portion of the water to be used in the composition with the propeller type mixer fitted with the blade described above. The cream itself may be then made using the same propellers and packed without milling.

A combined tank and mixer is illustrated in *Fig. 3*—useful for making heavy pastes or mixing cold cream until cold. The tilting device aids in removing the finished product. Note the numerous blades throughout the length of the shaft. This is undoubtedly an advantage.

Rate of agitation is somewhat slower, but the arrangement of blades effects a thorough mix nevertheless.

The pony mixer is also useful in making heavy cosmetic pastes, such as shaving cream, vanishing cream, tooth paste or pigmented preparations such as deodorant creams, which will be subsequently milled. The four blades not only revolve inside the can, but the can itself revolves to give thorough mixing.

Rapidly coming into favor is the mixer which utilizes centrifugal force developed by a ribbed mixing disc located at the bottom of the can. Revolving at high speed, the mix is thrown against thin slits in a vaned stationary cylinder, thus breaking up the mass into a fine dispersion.

Continued mixing sucks the material downward and out producing a mild milling action. The equipment is available jacketed or not, as desired.

Not as commonly seen as the "push-pull" or propeller type of mixing machine but very popular

*This material has been excerpted from the chapter *Equipment for the Small Manufacturer* in the author's forthcoming book, **Cosmetic Manufacturing, Principles and Practice,** and is reproduced through courtesy of the publisher, D. Van Nostrand Company, New York, N. Y.

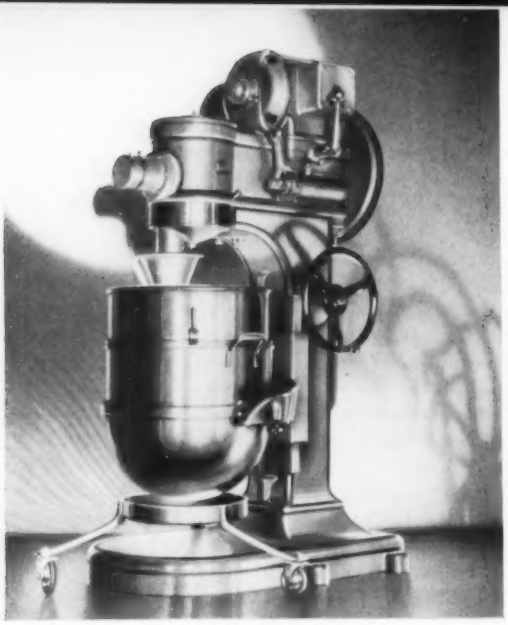


Fig. 4. Beater-type mixer

Fig. 5. Ointment mill

indeed is a large beater type first made for the food industry. *Fig. 4.*

These machines are built in capacities of from one gallon upward. The bowls and beaters are interchangeable, aiding rapid manufacture. Bowls can be supplied with water jackets if required. Bowl splash covers may be attached. The bowls are set into place on lugs and raised into position by means of a lifting lever.

While the beaters do not operate at a particularly fast R.P.M., agitation and mixing are very thorough. The adaptability of the machinery will make it useful for any mixing operation. The three speed motor is another advantage.

A number of other types of mixers are on the market, but the above will serve to illustrate the principle of cosmetic cream emulsification.

MILLING

Best known is the common paste or ointment mill, used in grinding tooth pastes and pigmented creams. *Fig. 5.*

An ointment mill is satisfactory for making smooth creams of almost any kind, even the absorption base type. Portable motor driven models such as illustrated are very convenient. They can be had in any capacity desired. If required, a water jacket may be provided, thus keeping the contents either hot or cold as the case may be.

This type of mill has a number of things in its favor. Parts are readily replaced and interchangeable. The simplicity of design is a feature appealing to all persons in production work. Sturdiness and durability insure long life.

Invariably, either the grinding surfaces or hoppers may be made from any special alloy or metal. The plates may be adjusted to give grinding of any fineness, by simple adjustment of a hand wheel. The model appearing above is a direct motor drive, but belt driven models are also supplied. Hopper capacity is from 1 to 9 gallons. Weight of machine ranges from 40 to 175 pounds.

A colloid mill (*Fig. 6*) can handle all types of emulsions, suspensions, or blends. In essence, the machine is composed of a rotating shaft operating at a very fine clearance against a *stator*. The material to be processed is caused to flow between the *stator* and *rotor*. A shearing or/and centrifugal action breaks up the dispersed or suspended particles or otherwise further blends the mixture. Some colloid mills are supplied with water jackets for controlling temperature. Most of them have quite a capacity for work; modest production requirements very often can be met with a laboratory model. In most cases a colloid mill is more useful than a homogenizer because it can process material over a wide range of consistency as well as pigmented products. Homogenizers are not as versatile in use.

HOMOGENIZING

The principal upon which all homogenizers are based is the forcing of substance under pressure, through a minute opening regulated by a spring needle valve. The substance passes the needle valve into a discharge chamber where the pressure is released. The material in effect "explodes," producing a very fine dispersion. Homogenizers can be bought for as little as five dollars, for a hand

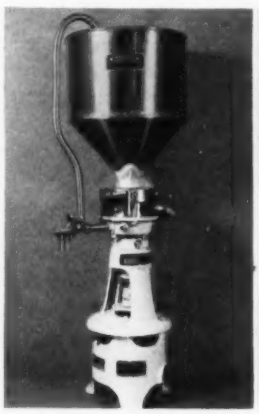


Fig. 6. Colloid mill

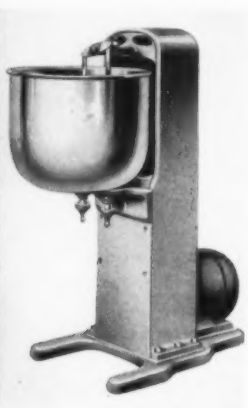


Fig. 7. Homogenizer

operated model used in experimental work. A small scale manufacturing and experimental homogenizer is shown in *Fig. 7*.

The author has used both machines in laboratory work and production and can attest to their efficiency. The electrically driven model is somewhat noisy, but withstands continuous use very well.

For greater production, larger machines are available.

One model which is used in making soft curd or homogenized milk is claimed by the manufacturer to produce emulsion particles of one to two microns in size delivering 100 gallons or more per hour. Numerous other types of homogenizers can be purchased.

PHOTOGRAPHS

The photographs which appear in this article are presented through the courtesy of D. Van Nostrand Company and the following firms:

Fig. 1. Alsop Engineering Corp.
Fig. 2. Mixing Equipment Co.
Fig. 3. Pfaudler Corp.
Fig. 4. Hobart Mfg. Co.
Fig. 5. F. J. Stokes Machinery Co.
Fig. 6. Eppenbach Corp.
Fig. 7. International Emulsifiers, Inc.

Dentifrice Copy Guide

AN ANALYSIS of dentifrice advertising and the viewpoint of the Federal Trade Commission has been issued by the National Better Business Bureau. The Bureau draws eight main conclusions:

1. Most nationally advertised dentifrices are safe and disparaging campaigns asserting otherwise are unjustified. Glycerine in toothpastes is not injurious. However, tooth whiteners containing powerful acids are dangerous.

2. There is no known dentifrice that can be depended upon to prevent tooth decay.

3. Dentifrices are an aid in keeping teeth clean but cannot be depended upon to whiten or change natural shades of the teeth or remove all discolorations.

4. Tooth powders are not superior to pastes as cleansing agents and the dental profession does not favor the use of one over the other.

5. Massage of the gums is of value in oral hygiene but is not a proper treatment for gum disease and does not assure healthy gums.

6. The antiseptic and antacid effects of known dentifrices are merely temporary and cannot be depended upon to prevent tooth decay.

7. Dentifrices are not effective in overcoming all cases of bad breath and deodorant claims should be carefully qualified.

8. No dentifrice should be offered as a treatment for diseased conditions of the oral cavity.

Unfortunately for dentifrice manufacturers and the men who write their copy, the bureau said, no product can be truthfully advertised as making teeth "white," "clear" or "sparkling." This is because many normal teeth, even when clean, vary in shades of color and translucency, ranging from brilliant to dull, and those shades cannot be altered or changed by the use of any safe dentifrice. The Federal Trade Commission has ordered several advertisers to desist from making sweeping statements for these reasons.

The FTC also issued a cease order against a manufacturer of tooth powder who asserted that dentists use powder in cleaning teeth and recommend powder in preference to pastes, the bureau recalled. The Commission's manifesto on this subject was as follows:

"Dentists differ in their preferences for tooth powders or tooth pastes for the brushing, polishing or cleansing of the teeth and there is no consensus of opinion favoring the use of powders instead of pastes."

Ozone and Ions

AN INTERESTING application of the idea that the proper respiration of the skin is as important to skin health as proper respiration through the lungs is to bodily health, has been perfected by a Zurich specialist, Carl Ronzi. Using an apparatus which he calls "vapozone" he has succeeded in providing a treatment for the skin whereby the skin respiration is accelerated.

The apparatus consists of an electrically-operated steam atomizer combined with an ozone generator, the streams of steam and of ozone being projected simultaneously on to the skin.

The steam generator consists of a metal vessel with an electrode bathing in the water, and causing it to heat up. When steam is produced, this is allowed to escape by a flexible tube ending in a large nozzle which projects the steam at a low pressure against the face or scalp to be treated. The electrodes used are designed so that a part of the water is broken down into ions which are carried off in the stream of vapour.

Fixed directly under the vapour nozzle is the nozzle of an ozone producer. The ozone, escaping from it, is carried along by the vapour. The vapour therefore contains highly unstable ozone molecules, hydrogen ions, and oxygen ions. The interaction of these produces, on the one hand, nascent oxygen, and on the other, a very slight galvanic current of electricity. To get the benefit of these two phenomena, which are rapidly stabilised, the nozzles must be held quite close to the surface of the skin to be treated—say, eight or ten inches.

The treatment is carried out by cleaning the skin with a cream or other preparation and, afterwards, if possible, with alcohol. The skin is then subjected to the vapozone spray for about five minutes, after which a massage with a cream suitable to the nature of the skin is followed by a further application of the vapour for about 25 minutes. The skin is then treated with an astringent pack and vanishing cream rubbed into it. The advantage of the system is that the skin cells are provided with an abundant supply of oxygen in nascent form, in which its absorption is much easier than in the ordinary stable form. The oxygen, it is claimed, clears the skin of organic acids and other harmful toxic products.—*Manufacturing Perfumer.*

Ylang ylang flowers drop to ground, are placed in baskets

A CRITICAL SURVEY OF MANILA YLANG YLANG OIL

There is hardly a modern scent which does not contain at least some oil of ylang ylang . . . Few essential oils require so much care in their production . . . How the industry developed

by DR. ERNEST GUENTHER

Chief Research Chemist, Fritzsche Brothers Inc.

THE ylang ylang tree, *Cananga odorata* Hook. f. et Thomson, is a native of tropical Asia. Of all the tropical flowers, the blossoms of the ylang ylang tree excel by their strong and delightful fragrance. The essential oil distilled from these flowers is one of the most valuable adjuncts to the perfumer's art; in fact, there is hardly a modern scent which does not contain at least some oil of ylang ylang. More than one of today's favorite French perfumes owes its inimitable beauty to the proper selection and blending of a very fine ylang ylang oil.

GREAT CARE IN GROWING REQUIRED

Few essential oils require so much experience and care in the growing of the plants, collecting and distilling of flowers. There are many grades of oil of ylang ylang offered on the market, the quality of which is a function not only of these factors but also of the botany and habitat of the plant.

In a series of articles* the writer gave an account of his own observations on the production of ylang ylang oils in Réunion Island, the Comoro Islands, Nossi-Bé and the adjacent parts of Madagascar, the present main producing regions of the oil. Last year, while flying from China to San Francisco, the writer had occasion to visit the Philippine Islands and there also study distillation of oil of ylang ylang.

*AMERICAN PERFUMER (1938) Aug., Sept., Oct., Nov., Dec.

The so-called "Manila" ylang ylang oils have always been considered of outstanding quality and in years past considerable quantities were distilled in Manila. The war of 1914-18 entirely changed the picture. American standards of labor increased the cost of production to such an extent that the Manila oils, despite their high quality, were practically unable to compete with the oils from Réunion Island, the Comoros, Nossi-Bé and Madagascar, where this industry had been started around 1892.

Only meager data have been published and comparatively little is known about the production of oil of ylang ylang in Manila. It was, therefore, quite interesting for the writer to investigate the present state of affairs. An account of these findings is given on the following pages.

HOW THE INDUSTRY CAME INTO BEING

The story of how the Manila and thereby the entire ylang ylang industry came into being is not without a humorous touch. It also shows how a branch of our industry can suddenly develop from a humble beginning, prosper and fade out again. During the sixties of the last century, a seafaring man, named Albertus Schwenger, got himself shipwrecked or otherwise stranded on the Philippine Islands and, inspired by the delicious fragrance of the ylang ylang flowers, conceived the idea of rigging up a wheel-cart still so that he could journey through the countryside distilling ylang ylang flowers. The chronicles do not report whether Albertus, himself, pushed the cart, but one can visualize him perambulating from hut to hut, buying the flowers and explaining the intricacies of his home-made still to soft-eyed girls while their husbands were at work in the fields.

Luck stayed with Albertus, the sailorman and roving distiller, for suddenly he won the first prize in one of the numerous Spanish lotteries, the proceeds of which he invested in his distillation venture. From then on Albertus prospered rapidly. At about that time Paul Sartorius (Don Pablo) entered the

Botica Boie, the leading drug house of the Philippine Islands, and began to distill oil of ylang ylang according to more advanced industrial methods. It would lead too far to give the details of the development that followed; suffice it to say that Don Pablo, in 1870 bought the Botica Boie and that his "Pablo Sartorius" oils, because of their excellent quality, were highly appreciated by the leading perfumers in Paris, London, Berlin, and New York and commanded very attractive prices. In 1881 A. G. Sibrand Siegert entered the Botica Boie, bought it after a few years, sold out again and in 1885 started his own ylang ylang oil business. When, a few years later, Albertus Schwenger, the former sailor, retired, one Witte bought the business but sold the firm and the brand in 1908 to Sibrand Siegert. In the same year Dr. Jaehring (Botica Santa Cruz) also entered into the production of Manila ylang ylang oil.

BEFORE THE WORLD WAR

Thus, there existed before the outbreak of the World War in 1914 the following great brands of Manila ylang ylang oil:

Sartorius
Witte
Siegert
Dr. Jaehring's

It is significant that all these individuals and firms were German or of German descent. They owned, in and around Manila, large modern distilleries equipped with excellent apparatus and extracted large amounts of flowers which were mostly grown by natives in their small groves of ten to twenty trees.

During the producing season, the flowers were harvested every morning and sold to field brokers. The transport to the town distilleries was long because there were no trucks in the Philippines at that time. The flowers were frequently picked in the afternoon, kept over night in sacks submerged in water and transported to Manila in the early morning. Thousands of kilos of flowers were distilled each day during the height of the season.

The industry prospered rapidly because of the high prices which the oil brought on the world markets. There was a great demand for these oils on the part of leading French perfumers, and the competition of the Réunion, Madagascar, Comoro and Nossi-Bé oils was still insignificant.

The entry of the United States into the war in 1917 completely changed the picture. The Germans and German firms owning the great distilleries encountered difficulty in exporting their oils and most of them passed into alien property custodianship. Production of oil came to a standstill and the natives who formerly had taken good care of their trees, keeping them clean and free from insects. found no buyers for their flowers. The war boom of that period caused a great influx of native labor into Manila and many small shacks had to be erected in order to solve the urgent housing problem. Consequently the native flower producers cut down their small ylang ylang groves in order to make room for shacks and huts which they sold or rented to the newcomers. About 25,000 to 30,000 ylang ylang trees were eliminated, thus practically ruining Manila's prosperous ylang ylang industry.

CONDITIONS AFTER THE WAR

After the war the former great distilleries tried to revive the industry but soon had to discontinue their efforts and dismantle their distilleries because no flowers were available. At that time the competition of Réunion, Nossi-Bé, Madagascar and the Comoro oils became extremely devastating. During the war boom Manila had risen to a higher standard of living with accompanying higher labor cost, while in the French possessions of Madagascar labor remained very cheap, not to speak of the extremely low exchange rate of the French franc. Furthermore, more careful working methods and modern equipment had improved tremendously the quality of the Réunion and Nossi-Bé oils.

As a result of this disaster, the Manila ylang ylang industry is today practically at a standstill. The only surviving modern distillery is located near Manila and surrounded by orchards of altogether about six thousand ylang ylang trees.

THE DISTILLERY

The stills in this distillery were constructed before the last war and are of excellent workmanship —all copper, very efficient and modern. A separate boiler generates the steam. The stills, five in number, are equipped with grids on which the flowers rest and provided with steam jackets by which the water beneath the grid is heated. The process is, therefore, steam *and* water distillation. The first runs of water are used again for the next flower charge which results in part cohobation.

In his article on the production of French ylang ylang oils, the writer explained that those producers fractionate their oils, obtaining thereby usually four fractions which they market as "Extra," "Première," "Deuxième" and "Troisième" grades. The Manila

Buffalo-drawn sleds transport ylang ylang flowers; leaves, twigs are not used for distillation but cleared from trees.

Special bamboo poles are used to reach flowers in tree tops

distillers produce only a first fraction which is of outstanding quality and make a second fraction only if time permits and if there is sufficient demand for it. They claim that it hardly pays to produce this second fraction.

The yield of the first fraction is about 0.3 to 0.5 per cent. Since the total content of oil is about 2 per cent, the flowers, when discharged after the first fraction, still contain considerable quantities of essential oil which are simply discarded, together with the distilled flower material. Just as in Réunion, Nossi-Bé and the other French islands, the yield of the first run largely depends upon the season, the weather and the quality of the flower material in general.

THE PLANTATION

As mentioned previously, there exist about six thousand ylang ylang trees on own plantings near the distillery. Of these, half are in poor condition and bear scarcely any flowers. During the past years they have been neglected and gone into seed which weakens the trees and is detrimental to flower development. These trees are being taken care of at present, pruned, the seed removed and the ground well manured so that in a few years they will again bear flowers. The other three thousand trees are partly young and partly also rather weak, but there is hope that they, too, will bear more flowers within two or three years.

Years of neglect also permitted insects to invade the groves and it is quite astounding to see trees, branches and flowers overrun with innumerable ants. The writer has never observed a similar phenomenon in the French colonies. Yet, much has been accomplished lately in these ylang ylang plantations around Manila; the ground appears clean and well cultivated.

TWO MAIN FLOWER HARVESTS

There are two main ylang ylang flower harvests in Manila, from the middle of February to May and from the middle of June to October. One of the most striking impressions upon the visitor is the height of the trees. In Réunion and Nossi-Bé, where the growing, cultivating and harvesting of ylang ylang flowers has been developed to a very fine art, the trees are pruned low so that the pickers can reach every flower by hand and carefully select those ready to be harvested. For producing a high grade of ylang ylang oil it is important that the flowers are not too green or too yellow (faded). In Java, where oil of cananga is produced from *Cananga odorata**, the semi-wild trees are permitted to grow to great height and the flowers have to be torn down or beaten down with long bamboo sticks which, of course, does not permit careful selection of the proper flower material. This is one of the reasons why oil of cananga is inferior to oil of ylang ylang.

The neglect under which the ylang ylang trees in Manila have been suffering during the last twenty years also caused them to grow to considerable height so that only those flowers within the reach of the picker can be selected by hand, whereas the flowers on top of the trees must be torn down with specially constructed bamboo poles. This, of course, does not make for any improvement in the quality of the oil. The flowers are thrown to the ground, gathered into baskets and carted to the distillery in antiquated, heavy, oxen- or buffalo-drawn sleds.

TOTAL PRODUCTION

The great handicap of the Manila ylang ylang oil industry is its present shortage of flowers, the numerous small native-owned groves having been destroyed after the last war. Today the distillery in question can produce from its own flower plantation only about 300 pounds of oil a year. There is hope, however, that this figure can be increased to about 1000 pounds within a few years when the weak trees on the plantation again come into full production. The quality of oil presently produced is excellent and the demand for it by leading French perfumers is so great that much larger quantities could be sold despite the much higher price of Manila ylang ylang over the best qualities of Réunion, Nossi-Bé and Comoro oils. The famous

*See the writer's article in the AMERICAN PERFUMER, June and July, 1939.

Outside view of a modern ylang ylang distillery in Manila

brands of Manila oils have still retained their glamour and the demand for them far surpasses production. Whether or not the Manila ylang ylang industry will be able to stage a come-back, no one can say, especially not during the present unsettled political and economic conditions prevailing throughout the world.

CONSTANTS

Samples of genuine Manila ylang ylang oils which were distilled under the writer's supervision in the above described distillery analyzed as follows:

	First Quality	*Second Quality*
Specific Gravity @ 15° C:	0.961	0.957
Optical Rotation:	–26°33′	–56°50′
Refractive Index @ 20° C:	1.4932	1.5110
Acid Value:	1.1	1.9
Saponification Value:	160.9	111.4
Solubility @ 20° C:	Soluble in 0.5 volumes of 90% alcohol; opalescent in more	Soluble in 0.5 volumes of 90% alcohol; opalescent to cloudy in more

These figures are normal and compare well with corresponding fractions of finest Nossi-Bé oils.

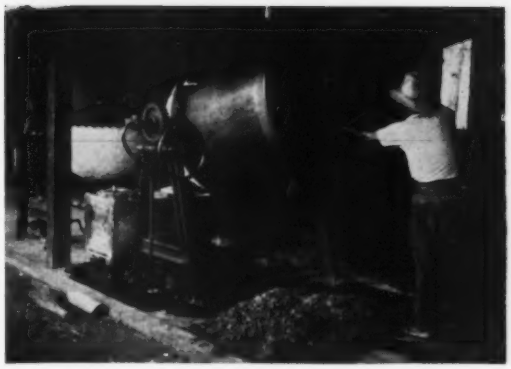
ALBAY YLANG YLANG OILS

While the finest oils of ylang ylang in the Philippine Islands have been produced in modern distilleries located in and around Manila, there is another type of much lower quality which may be classified as Albáy oils. These oils, produced in the provinces of Albáy, Bohol, Camarines and Mindoro, are distilled by natives according to extremely primitive methods from flowers of semi-wild trees. Originally those trees, too, were probably planted, but now they are completely neglected and in a semi-wild state. The stills, too, are very crude and therefore this Albáy ylang ylang oil industry, if one may call it so, somewhat resembles the production of oil of cananga in the Bantam province of Java.

The natives harvest the flowers by cutting the entire branches and picking all the flowers without regard to their condition. In this respect, distillation of the Albáy oils is even cruder than production of cananga oil in Bantam and the quality of the Albáy oils corresponds to the methods employed. This method of harvesting also has a most detrimental effect upon the trees. They grow higher and higher; harvesting becomes increasingly difficult and the flower development scarcer.

The total yearly production of Albáy oil is about 1500 pounds and more. Sometimes one may encounter a lot of better quality, somewhat resembling Manila oil, because the distiller took greater care in producing the lot, but the main trouble with the Albáy oils is that one can never depend upon uniformity.

The Albáy oils are mostly shipped from Manila



Distillation complete, still is emptied of exhausted flowers

and, therefore, sometimes declared as Manila ylang ylang oils. This is unfortunate and detrimental to the good name of true Manila ylang ylang oils, under which label only those oils should be shipped and marketed which have been distilled most carefully and according to modern methods in or near Manila.

The Prospect Said "No"

WHAT are you going to do about it? Throw his name in the waste basket and forget about it? Wait a minute; hold everything! Did it ever occur to you that . . .

every one of the thirteen million washing machine owners of today persistently said "NO" to every salesman *except one!*

each of the twenty-five million automobile owners persistently said "NO" to every salesman *except one!*

all of the twenty-six million radio owners persistently said "NO" to every salesman *except one!*

the one and one half million oil burner owners of today persistently said "NO" to every salesman *except one!*

How many salesmen do you think these owners refused before they finally said "YES" to that *one salesman?* . . . How many times do you think they said "NO" even to that *one?* No one knows exactly, but you can be sure of this . . . Some ONE salesman stayed on the job, continued digging for new facts, wasn't discouraged by the first "NO" or the second, or the next dozen for that matter, and finally walked away with the business. Take yourself for example. Think of the time you bought your car . . . your radio . . . your insurance and a dozen other things. How many salesmen did YOU turn down before you said "YES" to that ONE salesman?

Sure your prospect said "NO" . . . They all do . . . People say "NO" to everybody. That is, everybody except that ONE salesman who keeps trying until they say "YES." And . . . when you boil it all down, can you give even one good reason why YOU shouldn't be that ONE salesman?

Let's put that prospect's name back in the file! . . . Someday he'll say "YES"!—*Belnap & Thompson Push Book.*

Preceded by the president's reception, manufacturers and their wives attended the annual banquet at the Drake Hotel in Chicago

CONGRESS AID ASKED ON ALCOHOL TAX

F. E. M. A. passes resolution at annual meeting . . . Supply of raw materials, consumer and other problems considered

WHEN Dr. Clarke E. Davis sounded his gavel to open the thirty-first annual convention of the Flavoring Extract Manufacturers Association in the Drake Hotel, Chicago, June 24, there were present 156 men representing 114 flavoring extract manufacturing firms doing between 70 and 75 per cent of the dollar volume of business of the industry. The 114 flavoring manufacturers incidentally came from 16 states.

A remarkable amount of business was done in the three-day sessions, including reports from committees on all activities of the association; and addresses on pertinent problems by representatives of the government, consumer groups and others. All of the papers were carefully compiled; all of the discussions were serious and all of the matters discussed were relevant. The graceful humor of Dr. Clarke E. Davis, who presided, and the wit of John Beach did much to savor the discussions.

NEW OFFICERS

The nominating committee was made up of William A. Upjohn, chairman; Frank W. Green and John N. Curlett. It presented the following roster of new officers:

President, John Beach.
First vice-president, Francis T. Dodge.
Second vice-president, George M. Chapman.
Third vice-president, William B. Durling.
Secretary, E. L. Brendlinger.
Treasurer, Leland P. Symmes.
Additional members of executive committee: George M. Armor, George H. Burnett, Dr. Clarke E. Davis and Garrett Meyer.

The ticket proved to be popular and the election needless to say was unanimous. Mr. Beach picked up the gavel—presented to the association by Burton T. Bush, his first employer—and made a brief speech in which he paid tribute to his associates and also pointed out the work ahead.

FLOOD OF BILLS

Addresses during the first session included: "Modern Trend in Legislation," by Hon. James L. Donnelly, Illinois Manufacturers Assn. He pointed out that in 1932 there were 140 agencies of government affecting business and that now there are 233 and that almost double the number of people are employed to man them. About 70,000 bills are introduced annually in the various legislatures and in Congress which affect industry. He also pointed out the power of labor through its lobby. After stating the problem, he suggested the possible solution and at the same time indicated one of the weaknesses of democracy. Thus, displaying the Republican and Democratic ballots, he pointed out that very few voters knew anything about most of the candidates below the higher offices and that they vote a straight ticket regardless and make choices in the lower offices without knowing anything about the views or objectives of the men who run for office.

George Johnson, of the American Institute of Laundry, explained the work of that institution by means of lantern slides.

The clever work that is done by the Homemakers' Guild of the Owens-Illinois Glass Co. was explained by Howard Trumbull. Instead of guessing what design of bottle to offer, the Guild gets facts, relevant facts, facts that meet the consumers' wishes and satisfy the practical needs of the bottle manufacturer and the manufacturer who must

Bureau of Chemistry.
University of Ma

Dr. Clarke E. Davis
Executive Committee

Leidy Brendlinger
Secretary

John S. Hall
Exec. Sec'y & Counsel

Francis T. Dodge
First Vice-Pres.

comply with the law. The figures gained by careful surveys were very interesting and when they are published undoubtedly will be of practical value to the trade. This lecture was followed by a motion picture on the making of bottles, the narrative of which was written by Tom K. Almroth.

Committee reports were given by Walter H. Jelly, Joseph A. Gauer, Arthur E. Drury and Leland P. Symmes. And in his report, President Davis outlined the work of the association in the past year and pointed out objectives for future work.

The session on the second day was opened by reading telegrams from Percy C. Magnus, Benjamin A. Tobey and Herbert Farrell. Letters were also read from John C. Ostrom, Samuel H. Baer, John T. Ogden, C. C. Hudson and John A. Handy. At the call of the president, a fitting tribute was paid to members who had died during the year: Michael B. Zimmer, Clarence Redding and William J. Stange.

Fred Steckmann, Jr., chairman of the advertising committee, reported that $2,600 worth of advertising had been sold in the proceedings. It would have been $2,575, but when Francis T. Dodge heard of the uneven amount he made up the difference. John Beach reported that the membership had been increased 55 per cent and paid tribute to Dr. Alexander Katz for getting new members from the Pacific coast.

THE ALCOHOL BLITZKRIEG

George H. Burnett gave the report of the alcohol tax reduction committee. "The operation was successful," he said, "but the patient died." In this picturesque way he explained what had happened despite the yeoman service of the committee to establish a differential in favor of non-beverage alcohol.

In other words, the government authorities are sold on the idea. All foreign governments and Canada permit a lower tax alcohol differential for non-beverage purposes, and when it was pointed out that the cost of a carload of alcohol is $1,140 and that the tax on that carload is $21,660 under the law which became effective June 25, the government officials conceded the injustice of the tax. When the tax structure is revised, probably at the next session of Congress, it is fairly certain that the spade work done by this committee will result in the establishment of a lower tax for non-beverage alcohol.

A MIRAGE THAT MAY BE REAL

Dr. James M. Doran then spoke on "The Menace of High Alcohol Taxation in the Flavoring Extract Industry." The real reason for passing the law as it now stands without a lower tax for non-beverage alcohol was lack of time to work out administrative details. In January of next year when the tax structure is to be taken up by Congress for revision, this industry is in a better position than any other group to have its wishes enacted into law.

The industry was blitzkrieged but it didn't sign an armistice. It has a sound basis and is right in its contention and so the work for a lower tax must persist. Canada increased the tax on beverage alcohol $3 but did not increase the non-beverage tax. The proposed tax on denatured alcohol died.

George H. Burnett
Executive Committee

W. F. Meyer
Executive Committee

Leland P. Symmes
Treasurer

Dr. J. W. Sale
Food & Drug Admin.

George Armor
Executive Committee

When the differential in the tax is established, a permit and bond situation will characterize the procedure.

Dr. Arthur E. Paul, acting chief of the Central district, Dept. of Agriculture, gave a very clear exposition of the chief provisions of the federal Food, Drug and Cosmetic Act. When the minimum standards for flavoring extracts are all prepared many mooted problems will be fairly well settled and labeling then will present less questions. He also pointed out that if flavors are put up in semi-solid form and marketed in collapsible tubes provisions on containers must be complied with.

LABELING PROBLEMS CLARIFIED

"Labeling Problems Affecting the Flavoring Products Industry" was the subject of an illuminating address by Dr. J. W. Sale, senior chemist, Food Division, Dept. of Agriculture. The greatest attention was paid to Dr. Sale's remarks, which are most helpful to all manufacturers. In the absence of Ole Salthe who was to have answered specific labeling problems, Dr. Sale was drafted to answer a long list of pertinent and difficult questions which had been prepared in advance by the members. The questions were read by Dr. Frank M. Boyles. Dr. Sales demonstrated his mastery of the law as well as his familiarity with the industry by his apt, prompt and common sense answers to the questions. While his opinions were advisory only, little fault could be found with any of his answers.

Hugh Burras then discussed public relations and the part publicity plays in developing a friendly attitude toward an industry.

A CONSUMER GIVES HER VIEWPOINT

The consumer's viewpoint on the federal Food, Drug and Cosmetic Act was given by Mrs. Wilbur E. Fribley of the Chicago Housewives' League.

Consumers, she said, are not finding fault to the extent that one is often led to believe. The law was wanted by consumers. It is a practically perfect law and consumers and manufacturers should get back of it and help the government administer it. The flavoring field has the confidence of consumers almost to the same extent as the family doctor. The label on the package gives the consumer a guide for selection which she must have. Trick names on labels are a sign of intent to deceive, as are also fine print and pale ink. Manufacturers should arouse interest of consumers in reading the labels. As to quantity, the consumer expects the law to protect her from slack filled containers. The consumer is against door to door selling; she wants some one to be responsible for the product. The law covers her troubles. The law enables the consumer to purchase with confidence and that is best for the industry. Setting up of standards is important. The consumer doesn't care what goes into the flavor as long as it conforms to the standards, for she has confidence in the law. What she is interested in is the flavor—not what it is composed of, but how good it is.

The concluding session was reserved for active members only. As in the case of the other sessions, it was well attended. George M. Armor read the report of Ole Salthe, in which it was pointed out that the two-year adjustment period since the enactment of the Food, Drug and Cosmetic Act ended July 1. Punitive action will be taken only against those who are not ready to protect the consumer.

The legislative committee report was then given by L. P. Symmes for C. L. Fardwell, the report of the trade relations committee by Leslie S. Beggs, the transportation committee by William F. Fischer, and the report on the annual convention of the U. S. Chamber of Commerce by John N. Curlett.

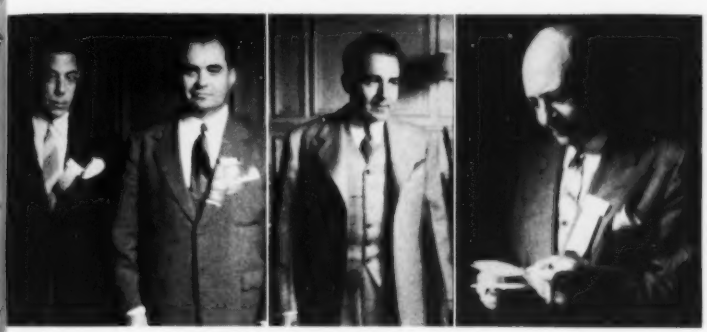
The executive secretary and counsel, John S. Hall, then gave his annual report, which proved to be of profound interest to all.

Dynamic John Beach who served as first vice-president during the past year was elected president, succeeding Dr. Clarke E. Davis

It was evident from a review of the legislative as well as the informative bulletins sent out that the activity of the association against discriminatory legislative bills is one of the most important functions of the association. As Congress and the legislatures of 44 states will convene in regular session next year, the importance of this work will be greatly increased.

MANY NEW LAWS LIKELY

Only 18 states in the past few years have remodeled their general food and drug laws, nine have enacted revised food, drug and cosmetic acts, nine have amended their old food and drugs act to bring it within the purposes and intent of the federal law. It is possible that in the coming year



Business was of paramount importance at the meeting even between sessions: W. F. Fischer and T. B. Tribble; M. Cortizas; and Louis Gampert, snapped reading a telegram

the remaining states will be engaged in such legislation. He therefore urged utmost cooperation with the legislative committee.

In discussing trade barriers he urged members to investigate newly introduced state food and drug laws containing revenue features. A review of all legislation in the last year, a discussion of the Federal Trade Commission viewpoint on price maintenance and the work of the Food and Drug Administration and the Federal Trade Commission on labeling and advertising were other features of Mr. Hall's carefully considered report.

VANILLA BEAN SITUATION

The vanilla bean situation was reviewed by Ray Schlotterer, secretary of the Vanilla Bean Assn. First of all, he pointed out that the cost of flavor is a small item in any product used by the housewife or in manufacturing. He then discussed the factors which cause price fluctuations, labeling it the Madagascar vanilla cycle. With the disappearance of shipping and quotations of the franc the situation has been complicated. The Bourbon crop will be about 350 tons as against 425 tons the previous year. The Mexican crop will possibly reach the record output of 225 tons. So the tight Bourbon situation may be relieved by the larger Mexican production. But despite this, market values on Mexicans will continue to depend on the development of the Bourbon situation, which will continue to be the base of all vanilla bean business. He urged that customers be informed of true conditions; avoid the stigma of profiteering and do everything possible to control the price rise so as to prevent a runaway inflationary trend.

Francis T. Dodge stated that the Porto Rico crop of 10,000 lbs. of green beans might produce 2,000 lbs. of cured beans or maybe only 1,000 lbs. As this is hardly enough for one consumer, it is negligible. As large consumers have supplies for 12 to 30 months ahead, he saw no reason for getting panicky.

SCIENTIFIC RESEARCH WORK

As chairman of the Scientific Research Committee, Louis A. Rosett first expressed appreciation to Howard Chenoweth, Dr. E. E. Hamann, Dr. L. S. Hyde, Dr. Eric Kunz, E. J. Shanley and Arthur Wendt, whose cooperation and experimental work made the work successful.

In planning research work a letter was sent to members asking what matters should be investigated. Two problems were undertaken: a study of anti-oxidants, principally ascorbic and iso ascorbic acids; and research relative to pure vanilla extract and concentrate. On account of patent litigation, work on the first was deferred. It was then planned to try to procure anti-oxidants which were worthy of investigation for essential oils and other flavoring materials. Enzyme Catalase was found to be insufficient to be commercially useful. Celase 10 likewise was found not to be of much value to the industry. Soy and oat flours were investigated as possible anti-oxidants for citrus essential oils but met with no more success. The results of the investigations were negative but were necessary to eliminate these products from possible consideration by the industry as anti-oxidants.

Arthur Wendt, Mr. Rosett reported, has undertaken the determination of diacetyl in butterscotch powders and the detection and estimation of ethyl methyl phenyl glycidate in food flavors. The first has been worked out and will soon be available, the latter will be reported on later.

Mr. Rosett pointed out that the question of toxicity of certain aromatic chemicals may come up during the coming year and therefore felt that whatever is used should find its way into the finished product in such minute dosages as to render it non-toxic. To do this would involve a definite pharmacological investigation, and he recommended concentration on one or two laboratories or individuals recognized as pharmacological experts. He then called attention to the North Dakota ruling dealing with deceptive containers.

Dr. R. C. Newton, chief research chemist for Swift & Co., reported on tests of gum guiaic, an anti-oxidant in many food products. As yet no study has been made of it in essential oils.

RESOLUTION TO CONGRESS

The most important resolution offered by George M. Armor, chairman of the resolutions committee, was addressed to Congress asking it to establish a differential on distilled spirits for beverage and

non-beverage purposes. The other resolutions were to the president, Clarke E. Davis, which was roundly applauded, and to other officers, the Department of Agriculture and others who contributed to the complete success of the convention.

ORCHIDS TO CONVENTION COMMITTEE

To Walter H. Jelly, chairman, Arthur C. Drury and Joseph A. Gauer, who made up the convention committee, orchids are awarded. Every detail was well planned, efficiently executed and everybody had a grand time.

A pause during the game: Leslie S. Beggs and Walter H. Jelly; William Averill, Jake Beck and F. N. Stechmann

At the golf tournament a record number registered for the game and quite a number of men who didn't play also went out to the Tam O'Shanter Golf Club, where the match was held. The course is an interesting one, but an intermittent wind challenged the skill of the ablest, such as Frederick Lueders and A. E. Burgund who usually come out ahead no matter what the conditions may be.

The president's cup was won by Joseph Gauer, with a low net score, and was presented at the banquet by Dr. Clarke E. Davis. Other golf prizes were presented at the banquet by William H. Schutte.

J. C. Cunningham won the Dr. Bernhard M. Smith cup. The following five tied for first prize: J. Beck, Walter May, Dudley Lum, C. E. Langfield and Clark Nowland. Other prize winners were: Harry Heister, Cecil W. Rice, Russell Brown, R. Rosenbaum, E. Heinz, B. Averill and Arthur C. Drury.

The complete success of the golf tournament was due to the work of the special committee composed of William H. Schutte, chairman, J. E. Baechle, J. W. Bicks, C. M. Bremmer, John B. Buslee, C. L. Drum, Charles Furst, Howard L. Jenks, C. E. Langfield, H. G. Larson, Dudley F. Lum, E. A. Miller, Walter Nay, Paul Perrigo, Arthur Rasmussen and K. Spraker.

BRIDGE AND BUNCO WINNERS

While the men were demonstrating their ability to wrestle with the elements while coaxing the pill around the golf course, the women played bridge and enjoyed an interesting entertainment. Bridge prizes were awarded at the banquet to the following: Mrs. Clarke E. Davis, Mrs. Joseph A. Weidler, Mrs. Joseph A. Huisking, Mrs. W. B. Durling

J. R. Dilworth presents a second time the Bernhard M. Smith cup to Joseph S. Cunningham, the new champion

and Mrs. A. Hafner. Winners of bunco were Mrs. Frederick J. Lueders and Mrs. Carl M. Black.

Sightseeing and shopping tours were also enjoyed. Through the good management of the Ladies' Reception Committee every one was made to feel at home and to find something of interest in the entertainment. This committee was composed of Miss Sally H. Mahoney, chairwoman, Mrs. Frank Allen, Mrs. J. B. Bond, Mrs. Don Bowley, Mrs. G. M. Chapman, Mrs. C. Christensen, Mrs. C. L. Drum, Mrs. Arthur C. Drury, Mrs. A. W. Dunning, Mrs. W. B. Durling, Mrs. Joseph A. Gauer, Mrs. B. C. Gardner, Mrs. John S. Hall,

On the links: Joseph Huisking; Cecil Rice and Ray Morris; at right, Arthur Drury after making an amazingly long drive

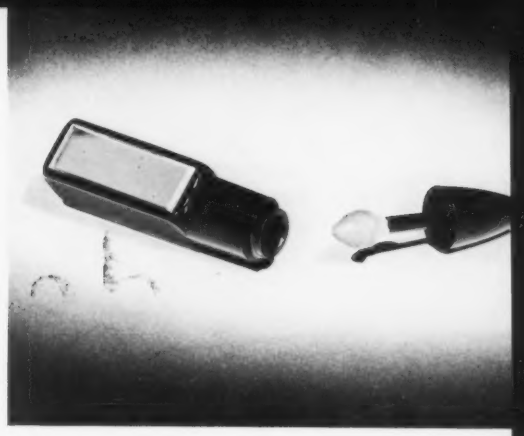
Mrs. B. F. Hutchinson, Mrs. Walter H. Jelly, Mrs. R. H. Lingott, Mrs. J. B. Long, Mrs. Dudley Lum, Mrs. Clarence Morgan, Mrs. G. F. Pauley, Mrs. R. J. Rooney, Mrs. William Schutte, Mrs. W. F. Seidel, Mrs. Martin Vance, Mrs. A. F. Wussow and Mrs. Frank Z. Woods.

The dinner and dance at the Marine dining room of the Edgewater Beach hotel formed a fitting climax to the first day's activities.

The gala social event, however, was the annual banquet in the Drake hotel, the following evening. This was preceded by a reception at which President and Mrs. Clarke E. Davis received the members and guests. There were no speeches. Instead, an exceptionally good professional floor show was given, after which golf, bridge and bunco prizes were awarded. After that (*continued on p.* 102)

WHOOPSY DAISY SACHETS

BRONZE BEAUTY BALM



TIPSTIK

New TOILET GOODS *Review*

Tipstik: A new device for lip make-up is offered in Tipstik. There is a pointed applicator which screws down into a pot of rouge. When it is unscrewed, fresh rouge is rubbed on the tip. The pointed applicator makes it possible to easily outline the lips and then fill in with as much rouge as desired. There is a mirror on the side of the case. Five shades of the rouge are offered and refills may be obtained. Available at B. Altman & Co., New York, N. Y.

Hot Weather Mask: Designed to refresh tired faces, Frances Denney's new Hot Weather Mask is presented as an aid to summer beauty. Its use is suggested for the end of a hot, tiring day and it is said that the mask will tighten and smooth the skin, removing the "hot weather look." The procedure for using the mask is: cleanse the skin, then bathe it with cool water, do not dry, but appiy the mask to the moist skin, leave on until dry. This takes but a few minutes and the mask may be removed with cool water, after which the face is ready for make-up. Hot Weather Mask is white in appearance and it is stated that it may be used on any type skin at any time, before applying make-up. It is presented in the firm's recently redesigned jars with aquamarine caps and labels, accented in silver and fuchsia.

Make-Up Creme: A new make-up cream, blended to individual skin and powder tones, is offered by the Tourneur Salons. Because an individual's coloring is composed of many underlying skin tones in various proportions, the cream, also the firm's powder, is matched to the skin tones in the correct proportion or it can be blended to lighten or darken the user's natural complexion. The cream is said to be waterproof and to conceal most types of blemishes. It comes in two sizes.

Bronze Beauty Balm: To the well-known Beauty Balm, Germaine Monteil, designer and cosmetician, has added a tan tint so that the user may create the illusion of a suntanned skin. It is not a sun preventive, but a new tanned make-up and powder base. Bronze is available in two tints, light tan and dark tan, and comes in three sizes.

Perquette and Vanistick: Revival of interest in solid perfume has brought two new items onto the market. Both are presented in lipstick form. Perquette is presented by Perquette Inc., which introduces its line of sec perfume in three fragrances, Daybreak, Honey Mead and Green Moonlight. The container for Perquette has an unusual feature in that there are removable protective rings, which makes it possible to use even the last bit of the perfume.

Vanistick, which is said to contain the equivalent of a three-ounce bottle of imported perfume, is presented by Palol Perfumed Products, Inc. It comes in a gold-finished case in six fragrances, Gardenia, Haunting, Kyber, Old Lace, Rose Anglaise and Tartan. The chief ingredient in Vanistick is Palol, about which additional information may be found in this issue under the section heading, "New Products and Processes."

Sachets: A novelty in sachets is that offered by Garry Products, Inc. Called Whoopsy Daisy, the miniature replicas of lingerie and undies are offered in both modern and old-fashioned versions. The modern undies sachets are presented in pink satin, while the old-fashioned ones are made of white cambric trimmed with eyelet embroidery and lace. A sweet clover fragrance is used for the scent.

VANISTICK

PERQUETTE

MAKE-UP CREME

desiderata

Comment on interesting new chemical developments and their application in the creation and manufacture of toilet preparations

by MAISON G. DE NAVARRE

Sorbitol Solutions—The possibility of replacing glycerine in dentifrices with sorbitol solutions is particularly apropos at this time. The future of glycerine is problematical. Sorbitol on the other hand will—if anything—become less expensive. Its cost now is practically parallel with that of glycerine. Investigate this angle. It may mean many dollars in the bank. Sorbitol, you may not know, is perfectly safe, non-irritating, innocuous, water-white in color, has a pleasant sweet taste and a high viscosity like glycerine. It does not crystallize like other sugar solutions.

A Need—Many small manufacturers could use a small three-roller mill for diverse grinding operations. A similar mill has been available in Europe for a number of years. The rollers are four inches by two inches, made of acid-resisting porcelain, or may be obtained in stainless steel. Capacity is 10 to 13 pounds finished material per hour. The mill is operated with a ¼-H.P. motor and is readily transportable. How about it?

Insect Infestation—Many natural cosmetic materials are infested with insects. Quince seeds, gums, leaves, corn and almond meals, starch and other products come under this listing. A new technique has been developed to overcome the problem. It is based on the use of high frequency, high potential electric corona discharged from electrodes on motor-driven glass rollers. Incubation tests made of material so treated are very conclusive.

Compressed Air Cleaner—If you have been having trouble with moisture or oil coming through your compressed air bottle or jar cleaning line, you can now overcome the problem with the use of a novel gadget accommodating lines from ⅜ inch to 10 inches in diameter. The device may be used anywhere if cleaning the compressed air is desired.

Salt Tablets—Don't forget to have salt tablet dispensers set at convenient places around the plant and office to prevent *heat fag* of workers who sweat. A dispenser holding 1000 tablets costs but four dollars, delivering a single tablet at a time. You can buy the salt tablets in cans of around ten thousand at some thirty cents a thousand *delivered.*

Vacuum Powder Filler — A new vacuum powder filling machine capable of high-speed production is being offered, with a range of from 40 to 240 units per minute. Filling of powders with less "dust" in the air is one of the advantages of the machine. The filling is done by vacuum rather than by auger or gravity.

War Jitters— Jitters is a state of mind, usually resulting from imagining a lot of things that never happen. Instead of having heart failure every time the stock market flutters or a new war bulletin comes over the Atlantic cables, why not spend a little time attempting to look through the fog? Analyze the situation, then dispassionately follow the indicated course. Pay no attention to the plethora of prognostications, they are often self-contradictory.

Business is the man; as you plan its course, so it shall be. All you can do is to follow fundamentals, and doing this let your mind rest. Protect yourself with such material stocks as you can. Set aside 6 to 12 months' supply like you used to do before the days of epigrams, when a dollar was worth a dollar. Continue to buy normal requirements, *maintaining* inventories. Meantime, those items which are potential liabilities should be investigated. If substitutes can be developed, they are relegated to future use. If some item is already a contingency, stretch it with synthetics, making it last as long as possible. Eventually, it may be replaced completely.

Check over your young and old *executives.* See to it that you have an understudy for each—just in case one or more of them has to do *other* work. Look over your production methods. See if you can't cut some more corners. Maybe you should buy that particular new equipment NOW instead of waiting until . . .

Can your plant carry on in case of electric power failure? It should! Can you manage with less fuel by using insulation? If so, do it NOW; you may *have to* later. Are you worried about containers? Experiment with new ones—you'll never know until you try. Are you dependent on one source of supply? *Get* others! Are you selling through stable channels? If not, establish durable ones. Can your method of doing business perpetuate itself? If not, prepare it so it will.

In any time of great upheaval, there is a tendency to forget fundamentals. What your father taught

you about self management is just as good today as it was years ago. If you don't remember what that was, it might refresh your mind to know that he advocated hard work, wise spending, saving for a rainy day, doing unto others as you would have done unto you and fearing God. He believed that the time to make hay was during the sunshine. The best way to protect what he had was to be prepared against eventualities. He carried protection with him if he couldn't use his dukes.

If you are prepared, you have nothing to fear of the future. If you are unprepared, lick yourself into shape. Overlook no possibilities.

I'm neither philosopher nor prophet. I'm just a plain man of the street who believes in those ideals that made this country the greatest country in the world.

You are supposed to be the general of *your* army. Behave like one!

Mixing—The business of mixing creams and lotions looks like a very simple one at first glance. Indeed with some cosmetics, it makes little difference how you kick them about because they stick together anyway. Even a simple thing like cold cream is greatly affected by the *mixing*. For instance, in one formula recently worked out, it was found that a particular *speed* of agitation had to be used or the product was grainy. In another case, the cream did not become stable unless allowed to set over night, and was given *another mixing* the following morning.

Seems crazy, but some things can't be mixed on hot or humid days. Take face powder as an example. It is a mess trying to produce a uniform shade on humid days. The color lakes *ball up* and go off in the tailings or they don't break up from their agglomerates when passing through a sieve. Color lakes for the most part, you know, are very finely ground. Because of this, they have a tendency to agglomerate.

Another thing is the temperature of mixing. Technicians associated with houses making the best known lines all agree that temperatures must be watched exceedingly carefully if similarity of results is to be obtained, let alone the required stability. Yet the small manufacturer often does not even have a thermometer in the place. Do you wonder why they have troubles?

QUESTIONS & ANSWERS

308. Lotion Formula

Q. *I am trying to make an emulsion or lotion from sulfonated olive oil, olive oil, glycerin and liquid soap. This is to be applied like cream and removed with water. I have used various emulsifiers and the resulting preparation is lumpy. Please advise how I may overcome this difficulty?*—S. P., Nev.

A. You have not chosen a very good emulsifier for your preparation. We suggest you work with a cleansing cream capable of being washed away with water and submit the following formula as a basis of further experimentation:

Stearic acid	14½	parts
Lanolin	4	"
Mineral oil	25	"
Triethanolamine	2	"
Glycerin	5	"
Water to make	100	"

Directions: Melt the fats and bring to 70°C. Dissolve the glycerin and triethanolamine in water and bring to the same temperature. Add the fats to the oils with constant agitation. Perfume at 50°C.

309. Use of Lake Colors

Q. *Prior to the enactment of the new cosmetic law I used lake colors to manufacture my cream rouges. I have been led to believe that the lake colors are no longer permissible and as a result have shifted to pigment colors. However, I have been unable to obtain any pigments which would be satisfactory substitutes. I would appreciate any comments or suggestions.*—R. E., Mo.

A. Under the new Food, Drug & Cosmetic Act you may use lake colors as long as they are certified lake colors, for since the enactment of the Act only certified dye stuffs and color lakes may be used in cosmetic preparations. However, analine or coal-tar dyes or lakes may not be used around the eyes in the preparation of eye shadow, mascara or similar preparations. Colors used in such products must be purely mineral. Sources of satisfactory color lakes have been sent to you under separate cover.

310. Forming Copper Salt

Q. *Can you possibly tell us what copper salt is derived from a fatty acid?*—H. D., Conn.

A. Any copper salt of any fatty acid may be made by suitable chemical reaction. Thus the fatty acids in common use are: lauric, myristic, palmitic, stearic, oleic and ricinoleic acids. The copper salts of either of these may be readily formed. Your inquiry is vague and hence it is impossible to give you more illuminating information. If you can tell us more about your problem we will be pleased to advise you further.

311. Soft Soap Shampoo

Q. *We are having some difficulty with a new soft soap shampoo that we have developed. The product melts at room temperature. We are wondering if you could recommend an additional ingredient that would hold this to about the consistency of petrolatum?* M. K., Del.

A. You may prevent softening or increase the consistency of your paste shampoo by including glyceryl mono-stearate in your formula. In addition you can increase the body of your product by including either myristic or stearic acids in the preparation of the soap base used in fabricating your preparation. This latter step is taken from standard shaving cream manufacturing practice and it works quite satisfactorily when mixed with the correct ratio of sodium to potassium.

CANADIANS CONSIDER TAXES AND TARIFF

One foursome included: l. to r.: Norman Dahl of Arden, retiring president, and Mrs. Dahl, Mrs. Haughland and T. Haughland, J. B. Williams Co.

At another table were Mrs. Lafleche, Mrs. Shannon, J. L. Shannon of Merck & Co., who served as convention chairman, and Frank Lafleche

Left to right: W. Lloyd Linton of Northrop and Lyman, Mrs. Linton and Mrs. W. T. Snyder

One foursome at golf was J. R. Dawkins, Chas. Welch, Peter Powell and Fred Whealey

The laughing trio of women are Mrs. F. Fiedler, Mrs. F. Crowhurst, Mrs. H. Roden

Left to right are Mrs. Albert Bellefontaine, Mrs. Archibald and Mr. and Mrs. Ken Specht

ANIMATED discussions of various problems of the industry marked the annual convention of the Toilet Goods Manufacturers Association of Canada at the Seigniory Club, June 3 and 4. It was the first meeting of the association since its name was changed and everyone present expressed the opinion that it was the best meeting ever held by the group.

Officers elected were: J. G. Stenhouse, president; R. A. Hollenbeck, first vice-president; J. H. Andrews, second vice-president; H. S. Garlick, treasurer; J. Dawkins, secretary, and A. E. Laverty, executive secretary.

The executive board is made up of Norman F. Dahl, R. F. Merkley, Robert Minty, George J. Cliff, Jr., J. Marvin Shaw, R. Martineau, F. Crowhurst, H. Hollinrake, H. T. Roden and C. G. Kertland.

Two very interesting talks were heard. One was by Miss Margaret Brown on "Putting on a Good Face." She advised the manufacturers on many points of interest in connection with advertising and how to make it appealing to women. The other was by W. Brown, who spoke on "Marketing Research." He showed how marketing research could help the producer to find out why some consumers buy his products and why some do not. The meeting itself produced keen discussions of various problems of the industry such as the association's efforts to clear up the tariff problem in connection with essential oil importations, taxation, ethical practices and amendments to the Food and Drugs Act.

(Photos provided by Eugene Barton.)

In this trio are Mrs. Hollinrake, Walter Smith of Jersey City, Dr. H. Hollinrake

Conversing are Robert Carr of Andrew Jergens and J. O. Deegan, Anchor Cap Co.

Earl Freese of Harper Method, Inc., Rochester, N. Y., attended the meeting

W. F. Zimmerman, Helfrich Labs., won the Fielder trophy. Others are Harmon Andrews, R. Brown and Walter Klaas

J. R. Kennedy, president of United Drug, Ltd., shown with Mrs. Kennedy and others

Packaging Portfolio

GRENOVILLE: Three colognes, perfumed with Piege, Casanova and Dans Un Jardin, are introduced in four sizes established for odor Byzance. Same type caps and bottles are used.

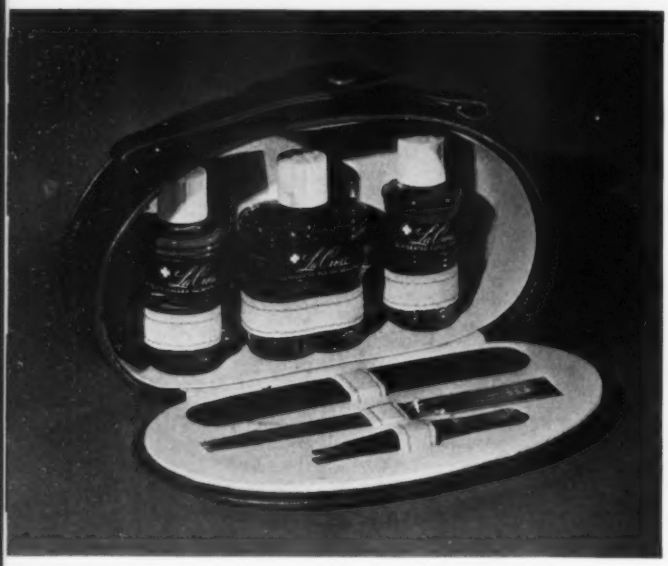
PARFUMS BAROU: Perfume, cologne and bouquet in two odors are offered by this new house. Labels and caps are gold colored; black and green are color accents for the labels.

CARON: Voeu de Noel makes its debut in an iridescent flacon, adorned with stylized flowers and gold lettering. The outer package is white sharkskin with transparent sides.

YARDLEY: Traveller's Beauty Kit contains five items which stand upright. The drop-front opening holds a mirror. The kit comes in five shades with peach-colored washable lining.

A. A. VANTINE PRODUCTS CORP.: A hand blown opalescent fern vase bottle with a gold-colored sprinkler top and pearl-finished stopper holds cologne in one of four floral odors.

JAQUET: Eleven beauty aids fit into the removable tray of this pigskin grain case which is lined in beige shantung and has a mirror inside the cover. Offered in black, brown, honey.

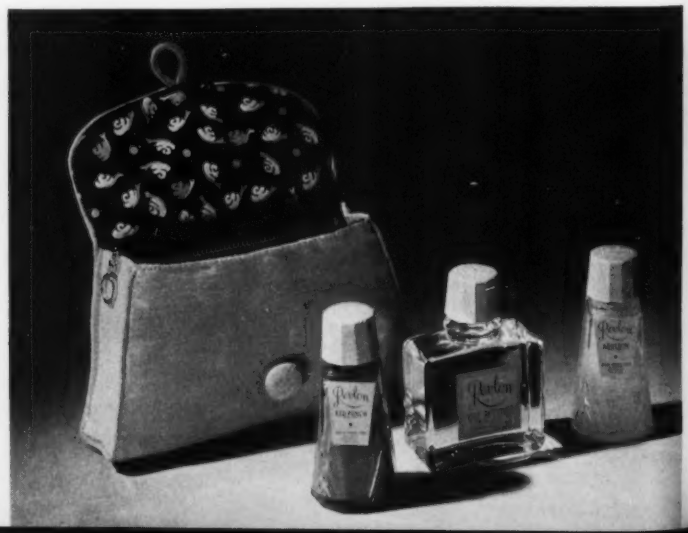


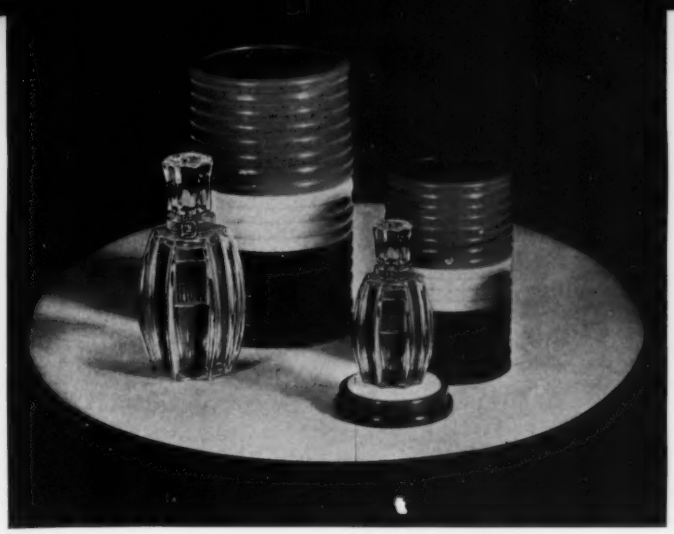
LA CROSS: Young Idea, a satchel-shaped kit, contains nail polish, cuticle remover, polish remover and manicure accessories. Lined in washable fabric, it comes in five colors.

GUERLAIN: In repackaging this firm's Imperial cologne, a modernistic bottle with white label and black cap is used. A Russian eagle and black lettering appear on the label.

D'ORSAY: Cherry Blossom cologne, a delicate floral odor, is presented by this firm. A white label with colorful blossoms scattered over it as well as a white closure are used.

REVLON: Mad-Money Cases of gay fabrics lined in bright contrasts contain nail enamel, oily remover and Adheron. The miniature purses have inside pockets and a zippered partition.





LUCIEN LELONG: Tailspin is the American name for this new perfume introduced last year in France. Available in two sizes, it is packaged in poker chip red, white and blue.

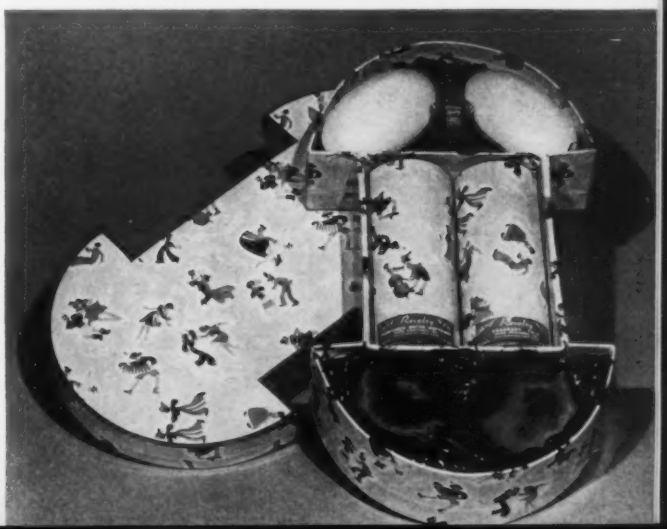
IRVING W. RICE & CO.: Hawaii is said to have provided the inspiration for this Irice Pineapple cologne which is offered in a crystal bottle decorated with vert-green leaves.

GERMAINE MONTEIL: Mascara in a cream-colored compact, one and one-half inches square, is offered by this Franco-American designer. A brush with folding handle fits in the case.

HELENA RUBINSTEIN: Liquid Sunshine is the name for this new lotion designed to permit suntanning and to protect from sunburn. It is of thin golden oils, faintly scented.

CHARLES OF THE RITZ: Smoothtan in two versions—an oil for suntan fans and a creamy liquid for fair skin devotees—has caps and labels for the bottles in a peach suntan tone.

MODE PERFUMES, INC.: Among the various packages presented in the new Revelry line is this unusual shaped one which holds soap, perfume, talc, sachet and perfumed water softener.



CORDAY: Boudoir Triplet, this firm's newest gift set, holds one dram flacons of Orchidee Blue, La Promesse and Chevrefeuille. The set is presented in a gold brushed metal box.

VOLUPTE: Portmanteau is of pale pink enamel adorned with a glittering bow knot. A metal leaf separates cigarette space and beauty aids—rouge, compact, comb, change purse.

RUBINOFF COSMETIC CO.: Gay Nineties Nosegay cologne is presented in an attractive bottle with a brass closure. Gold predominates on the label which has an old-fashioned motif.

PARFUMS CHARBERT: A pottery canteen, gaily decorated with marine signal flags, and a red seaman's rope around it, holds Gentlemen Prefer Bronze suntan oil, gardenia scented.

THE AMERICAN PERFUMER

Flavors

INDUSTRY SECTION

A section designed to chronicle the activities and to epitomize the spirit of energy, the new viewpoint and the desire of the flavor products industry to be in the forefront as ways improve and methods change

...ersity of ...
University of Md

HOW TO MAKE FLAVORING ESSENCES

Steam distillation, maceration, use of synthetics are three methods cited in preparing concentrates . . . Combination of methods may be used

by H. STANLEY REDGROVE
B. Sc. F.I.C., F.R.H.S.

HERE is a delicious fruit, a fragrant herb, an aromatic spice: How can its flavor be most conveniently incorporated in an article of food or drink? Well! the housewife may squeeze out the juice of an orange in order to give the orange flavor to the Bronx cocktail she is making; she may chop up sage leaves to flavor her stuffing, or a vanilla bean to flavor her ices. But this simple procedure will not always suffice and, generally speaking, so far as the needs of the manufacturer of beverages or foodstuffs is concerned, it won't suffice at all.

The flavors of these and of other products of the vegetable kingdom are due to certain specific constituents which are, usually speaking, present in only quite small proportions. They can, in many but not all cases, be separated from the raw materials which contain them in a state of relative purity. As such, they are inconveniently concentrated for practical use. How then can these ma-

terials be otbained or presented in a form not too concentrated, yet sufficiently concentrated, in a medium which simplifies their employment and ensures their correct diffusion throughout a drink or a mass of edible material?

In short, how can flavoring essences be made? There are three quite distinct methods.

STEAM DISTILLATION

The constituents of vegetable products responsible for their characteristic flavors are, in general, volatile, and can be separated from the bulk of the material, in the form of an essential oil by the process of steam distillation. The citrus fruits are exceptional owing to the fact that their rinds contain such large amounts of essential oil that it can be won therefrom by the simple process of expression, which possesses advantages over steam distillation.

A flavoring essence corresponding to any fruit, herb or spice of which the essential oil is an article of commerce can therefore be made by the simple expedient of dissolving the oil in a suitable medium; and, so far, chemical science has not yet discovered any medium for the purpose superior to diluted ethyl alcohol. The degree of dilution is determined partly by the solubility of the oil and partly by the desired strength of the essence. The U. S. Dept. of Agriculture has set out standards for a number of flavoring essences termed "Flavoring Extracts," many of which are prepared by the method in question, minimum proportions of essential oils being stipulated for the various products.

MACERATION

A second method presents itself, permitted according to the above mentioned standards for certain flavoring extracts but, curiously enough, not for others. This is the maceration method or method of direct extraction by alcohol of the suitably comminuted crude spice or herb.

SYNTHETICS

Finally, there is the method of making imitation extracts by the use of synthetically prepared aromatics, either chemically identical with the known constituents of the natural essential oil or, at any rate, having similar flavors.

This last method when used alone only rarely produces satisfactory products but synthetics have been found to be decidedly useful for fortifying the flavors of various natural flavoring essences, particularly so in the case of fruit flavors; and this fortification is much practiced with good results in the flavoring essence industry in Great Britain, though purely natural flavoring essences are also offered for those who desire them.

Moreover, the use of the first two methods described in conjunction is also fairly common.

Which method or combination of methods yields the most satisfactory flavoring essence for a specific purpose is a matter largely of experience. However, a knowledge of the chemical composition of crude herbs and spices and of their essential oils is often able to give a helpful indication and frequently permits a scientific reason to be adduced for the results of practical experience, which are sometimes at first sight confusing.

WHY FLAVOR OF OIL DIFFERS FROM FRUIT

The flavor of a *distilled* oil is rarely, if ever, identical with that of the fruit, spice or herb from which it is distilled. There are two primary reasons for this. The distillation temperature is liable, more especially in the presence of moisture, to induce chemical changes in the composition of the oil, for example, hydrolysis of esters. Furthermore, although essential oils are described as being insoluble in water, this expression is relative. The solubility of the various constituents is rarely the same, hence the cohabitation with water is liable to cause changes in the quantitative composition, certain constituents being more or less washed out.

OTHER FACTORS WHICH INFLUENCE FLAVOR

A second factor comes into play. In addition to the essential flavoring constituents, fruits, herbs and spices usually contain constituents which excite taste sensations as distinct from pure flavors, against which the flavors are appreciated. Fruits, for example, contain sugars which taste sweet, acids which taste sour, and, in some cases, tannins which give rise to an astringent taste. This taste background is essential for the characteristic flavor to be appreciated.

For example, it has been found possible to separate, by appropriate means, the volatile constituents of black currant concentrate from the non-volatile portion. But although this volatile fraction carries all the flavoring elements, when savored it is found quite unsatisfactory. The same is true of the non-volatile fraction which contains the sugars, acids and tannins. The two fractions have to be mixed together in order to produce the correct gustatory effect of black currants.

Much the same is true of citrus oils. The flavor of these is certainly "correct" since they are obtained by expression which induces no chemical changes. Nevertheless, a mere solution of a citrus oil has no gustatory appeal and would by no means constitute a satisfactory beverage. The addition of citric acid and sugar is absolutely essential.

Consider again the case of garlic. A garlic flavoring essence made purely from garlic oil is not completely satisfactory. A small proportion of a sweetening agent is essential, for the simple reason that garlic itself contains a glycoside which, when it hydrolyses to produce the essential oil to which the characteristic garlic flavor is due, also at the same time produces a sugar, fructose.

CLOVE, AN INTERESTING EXAMPLE

The clove provides a particularly interesting example of the principles in question. Cloves themselves contain a considerable proportion of astringent material, about 12 to 13 per cent of quercittanic acid. It may be questioned whether this high

proportion of astringency is necessary to the appreciation of their flavor. For this reason, clove oil which, of course, is free from quercittanic acid, may be correctly considered superior to cloves for the preparation of a fine clove flavoring essence.

On the other hand, although the chief constituent of clove oil—responsible for the characteristic clove flavor—is eugenol, in the clove itself a proportion of this phenolic body is present in the form of its acetic ester. The amount of this ester in clove oil obtained by steam distillation has been variously estimated, the minimum figure being 2 per cent, the maximum 17 per cent. The divergence is impressive; and we can hardly expect a clove oil containing only 2 per cent or less of eugenyl acetate to have the same flavor as one containing 17 per cent. The latter oil would, of course, give a much closer approximation to the true clove flavor than the former.

Hence, it may be said that a clove flavoring essence made purely by the dissolution of clove oil in diluted alcohol might well be said to be superior to one made by macerating cloves themselves in alcohol, providing only that the clove oil used has a high eugenyl acetate content. Here is a case where, providing a perfectly satisfactory clove oil is not available, the maceration process, plus fortification with the distilled oil, would yield a finer flavoring essence than a process in which maceration was not employed.

As indicated, the use of synthetic materials is especially indicated in the case of fruit flavors, since apart from the citrus fruits and black currant, the essential oils or extracted flavoring material of high concentration is not available in commerce. Practically all fruit juices can be made to yield by appropriate concentration methods, among which freezing processes have in recent years afforded results of practical importance, useful flavoring concentrates but often these are insufficiently concentrated for practical purposes unless fortified by suitable synthetics.

THE FINAL TEST

To users of flavoring essences this advice can be given: Is the flavor right? Is the taste background right, when instructions for using the essence are correctly followed? Provided the answers to both questions are in the affirmative, it matters little how the essence is made if state regulations as to labelling the finished product are observed and state regulations concerning the use of artificial flavors are not contravened.

Misleading Containers

By J. W. SALE*

IN commenting upon the legality of two bottles, containing ¾ fluid ounce and 2 fluid ounces, respectively, in cartons, we stated:

"These bottles are of the type known as panel bottles and the quantities that would be contained in them are far less than the appearance of the bottles indicates. This is due to the shape of the bottles and the excess glass used in their manufacture. The deception is enhanced by the cartons in which the bottles are placed. We regard these packages as being definitely in violation of Section 403 (d) of the Act. This provision of the Act has been in effect since June 25, 1939. The statements of quantity of contents which appear on the bottle and carton labels will not relieve outstanding interstate shipments of flavors contained in these packages from liability of seizure."

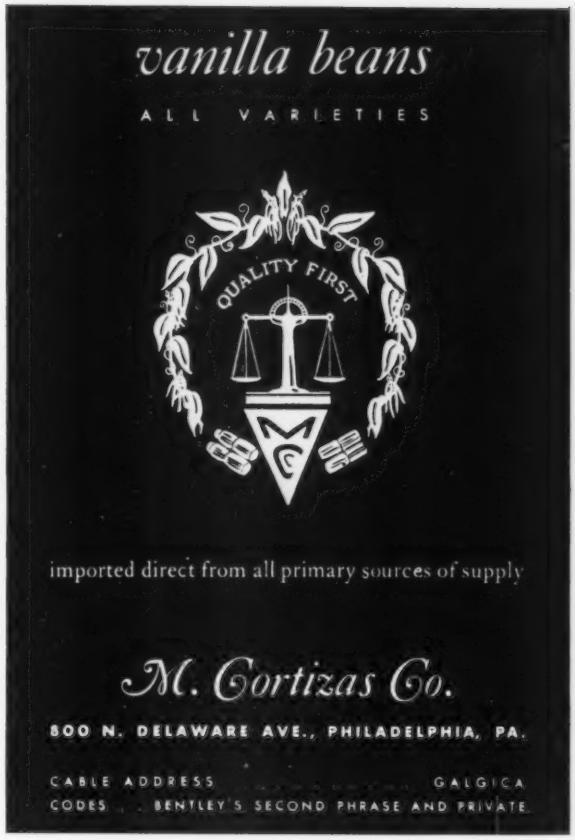
In commenting on a tapered amber bottle holding one fluid ounce, we stated:

"We are of the opinion that this bottle is misleading chiefly because of the panels and the thick glass. Due to these features, the height is excessive in relation to the contents. The deceptiveness of the bottle would of course be augmented if placed in a rectangular prism shaped carton."

In the case of a certain package of flavor, the bottle itself was hardly deceptive, but the fault lay in the use of a bottle having sloping sides rather than perpendicular sides in conformity with the shape of the carton.

In giving consideration to the question of deceptiveness of flavoring extract packages involving the use of cartons, there are two factors to be considered; first, the deceptiveness of the bottle itself by reason of the paneling, excessively thick glass, under length of the neck, etc., and second, the question of the relation of the size of the carton to that of the bottle in it.

* Senior Chemist, F. D. A. Extract from paper before Flavoring Extract Mfrs. Assn.


vanilla beans
ALL VARIETIES
QUALITY FIRST
imported direct from all primary sources of supply
M. Cortizas Co.
800 N. DELAWARE AVE., PHILADELPHIA, PA.
CABLE ADDRESS GALGICA
CODES . . BENTLEY'S SECOND PHRASE AND PRIVATE

Flavor Clinic

Conducted by J. A. BOUTON

EMULSION FLAVORS

UNTIL comparatively recent times the manufacture of emulsions, either the oil-in-water or the water-in-oil type, was invariably accompanied by a certain amount of hokus-pokus on the part of the manipulator in order to produce a product that could be considered fairly stable and capable of remaining so for a reasonable period of time. However, in recent years an increasing demand on the part of many industries for good stable emulsions has resulted in much research on the subject, and the results of this research are being applied daily to specific problems with excellent results. It might be said here, however, that under no circumstances should their manufacture be taken lightly, because (as anyone who is at all familiar with emulsions can tell you) they are by nature very temperamental and are capable of causing a careless operator much grief and money if certain definite rules are not followed out to the letter. These rules will be outlined later but for the present it might be advisable to define our terms by stating what is meant by an emulsion.

Courtesy Chemicolloid Laboratories, Inc.
Colloid mill with pre-mixers delivers 500 gallons per hour

WHAT IS AN EMULSION?

An emulsion is the intimate mixture of two liquids which are under normal conditions insoluble one in the other; as, for example, oil and water, but because of the action of protective colloids or emulsifying agents, the two phases, oil and water, produce a homogeneous mixture in the form of an emulsion. If the oil is suspended in the water, the resulting product is called an oil-in-water type of emulsion—the oil being called the dispersed phase, and the water the dispersing medium. If the reverse were true; that is, if the water were suspended in the oil, this would be a water-in-oil type emulsion, and in this case the water would be the dispersed phase and the oil the dispersing medium. In the flavor industry, however, the oil-in-water type of emulsion is used almost exclusively and will therefore occupy our attention.

In making an emulsion to be used for flavoring purposes, the first rule to follow is to add the protective colloid to the oil phase and mix in well so that the agent is thoroughly incorporated with the oil. The protective colloid may be one of many agents used for the purpose, such as gum acacia, gum tragacanth, egg albumin, gelatin, starch, etc., but for general purposes, gum acacia seems to offer the best possibilities. Care should be taken, however, that the gum is of the best quality and as free from sand or foreign matter as possible. Gum tragacanth, due to its ability to swell in water, is very often used in order to make the emulsion thick and to produce more cloud in the finished product, e.g., a carbonated beverage. For this reason it is very often used in place of acacia or along with acacia, but it does not seem to produce by itself as fine and stable an emulsion as gum acacia. Egg albumin and gelatin are not used very widely although capable of giving good protection, because

they are likely to decompose and spoil the emulsion.

The second rule to follow is to balance the specific gravity of the oil used if the specific gravity is less than water. The importance of this step can readily be seen if we stop to consider that if the oil used is lighter than the water in which it is suspended, even though it be protected by a colloid, the suspension will eventually coalesce and separate, thus breaking the emulsion. If precaution is taken, however, to make the specific gravity of the oil as near that of the suspending medium and then properly suspend the oil, the emulsion should be stable and remain so indefinitely, unless, of course, it be subjected to freezing or boiling temperature. The adjustment of the specific gravity can be accomplished by the use of stabilizers, such as sulfonated castor oil, etc. The amount to use would depend on specific instances and would require experimentation. The information probably could be supplied by the manufacturers of such stabilizers. A good procedure to follow would be to add the stabilizer to the oil phase, mix in well, then add the protective colloid, e.g., gum acacia to this mixture.

THE THIRD RULE FOR EMULSIONS

The third rule to follow is to add the above to the water or dispersing medium, agitate for a period of time, and then homogenize through a suitable machine under a pressure of from 2500 to 3000 lbs./in.^{2} The principle upon which an homogenizer is based is that a liquid, in this case a crude emulsion, when passed between two valves upon which the above pressure is exerted, breaks the oil globules up into very small microscopic sizes and thus distributes them in a very finely divided state through the emulsion. The degree to which these oil globules are distributed throughout the emulsion and the size of the particles will to a great degree determine the stability of the product. If the size of the oil globules are small enough, they will exhibit what is called the Brownian Movement, when the emulsion is examined microscopically. This movement has many theories, but the one most accepted is that it is based on collisions between the particles and the molecules of the liquid.

A colloid mill will accomplish in most cases the same results as an homogenizer, but the mechanics of operation varies to the extent that in a colloid mill the material to be processed flows between a rotor, traveling at the speed required and a stator which remains stationary. The clearance between the rotor and stator is adjustable and the finer the adjustment, the smaller the size of oil globules.

Facts and Figures

Gum Guaiacum in Lard— We came across an interesting news item the other day concerning the incorporation of gum guaiacum in lard. This idea was recently developed by the research staff of Swift & Co. after ten years of experimentation. It is claimed by the discoverers that gum guaiacum protects the lard from oxygen, thus eliminating the cause of oxidation and rancidity. The vitamin and other values may thus be retained indefinitely. The gum itself is odorless, bland and unnoticeable in the lard. Taking our cue from Swift & Co. chemists, we were wondering if this product could have antioxidant properties in such things as mayonnaise, salad dressings, etc.

Schmidt Heads Vanilla Dept.— James S. Schmidt is now in charge of the Vanilla Department of Dodge & Olcott Co., New York, N. Y., having worked very closely with William Rollins, who died in May after completing 50 years with this company.

Mr. Schmidt joined the old vanilla house of H. Marquardt of New York City in 1914 and worked in that establishment until he joined the U. S. Forces in 1918. After the war he acted for a while as a vanilla bean broker until early in 1920, when he came to Dodge & Olcott Co., and was sent to Guadeloupe to supervise the curing, packing and shipping of what is known as South America vanilla. He remained in Guadeloupe for several years and obtained a full knowledge of vanilla curing from the first step to the last. Later he spent about a year in Marseilles, which has been for many years the great clearing house in Europe for French Colonial vanilla coming from Madagascar, Reunion, the Comore group of islands and other less important producing centers.

After a few years in the employ of Lamont Corliss Co., he came back to Dodge & Olcott Co. in 1933, devoting all of his time to vanilla. He is thoroughly conversant with the article and as a result of his wide experience, is recognized as an extremely able judge of the article.

Questions and Answers

Spice Oils for Catsup

Q. *Can spice oils be used successfully in place of whole spices in the manufacture of catsup?*—Virginia.

A. The use of spice oils such as: clove, pimento, cassia, mace, etc., is finding increased usage in the manufacture of catsup and chili sauce in place of whole spices. In many cases the use of the spice oil or mixture of spice oils is preferred because the use of the oil eliminates the possibility of tannin in the finished product. Another advantage to be gained by using oil in place of whole spice is that the color of the catsup is improved and does not darken upon standing. Also the oil is less bulky and easier to handle, requiring less storage space than dry whole spice. It eliminates also the possibility of infestation so prevalent in dry spices. Usually about 3 ounces of the essential oil mixture is sufficient to flavor a 125-gallon batch of finished catsup. It can be applied by flavoring a portion of the sugar and then sprinkling this sugar over the surface of the product so that as the grains of sugar coated with oil sink into the catsup as finely divided particles, the oil is disseminated throughout the

batch. The flavored sugar should be added just after the batch has finished cooking and has cooled down, so that the flavor will not be lost through volatilization. The catsup can then be processed through an homogenizer.

Formulae for Perfumes

Q. *Please advise where we may obtain formulae for compounding inexpensive perfume bases and artificial flavor bases. We have on hand several books with formulae but would like to get more as one book contains only expensive type formulae.*—Florida.

A. The ability to compound good perfume or flavor bases is a highly specialized art that cannot be learned from books. A great deal of knowledge can be acquired in a few years by understudying a recognized expert who is able and willing to bestow the benefit of his experience, but in most cases it takes time and the intimate acquaintance of many different essential oils and aromatic chemicals not only in themselves but in combination, before one is able to successfully compound a good perfume or flavor base. We list a few books that will give you formulae, but would suggest that if you intend to manufacture perfume or flavor bases some thought be given to employing men with the proper qualifications. The books suggested are: Essence Industry by Erich Walter, published by John Wiley & Sons, New York, N. Y.; Flavours and Essences by M. H. Gazan, published by Chapman and Hall, Ltd., 11 Henrietta Street, W. C. 2 London, England; and The Chemical Formulary by H. Bennett, published by D. Van Nostrand Co., New York, N. Y.

Vanilla Bean Market

By RUFINO CAGIGAL, JR.*

THE demand for vanilla beans during the month of June was very good and this demand still continues, although the market today is in a very critical condition. For the time being, the French markets have been completely cut off and unless the normal flow of these markets is soon resumed, then a scarcity and higher prices will govern the domestic market.

A sizable amount of Bourbon vanilla beans is afloat but this is estimated to cover only contracts. There still remains at the points of origin stocks already purchased to cover the demand for the near future, but it cannot be foreseen at this time what the cost will be to import them. Without figuring on this phase, the rise in prices in vanilla of all varieties is considered normal because very small stocks are available.

A New York importer writes: "There are in Marseilles orders for over 20 tons of vanilla beans to be purchased for this market to fill contracts that have been taken, to arrive without regard to quality and there is nothing being offered. No new crop has been offered yet, even from the Comores."

* M. Cortizas Co.

The Vanilla Outlook

By RAY SCHLOTTERER*

VANILLA cannot be developed in one season. The plant matures in three years, and in eight it is non-productive. Therefore, it must be replaced annually. We find that when prices are high, natives increase their plant acreage, which tends to produce in a period of years a supply far in excess of world requirements. As a result, just as new plantations are expected to return financial dividends, prices are on the down grade. There follows a period of readjustment and bankruptcy. As acreage is curtailed, prices once again rise and in time overplanting is on the up-grade. This may be labeled the Madagascar vanilla cycle.

Mexican beans, while higher in price and preferred in some cases because of their delicate flavor, generally follow the supply and demand curve of the Madagascar product. When Bourbon prices fall, Mexicans lose their market as well as their volume; when Bourbons rise, it is usually found that Mexicans react in a similar manner.

In the present state of confusion, all past market actions lose their significance. No section of American industry has more difficult problems confronting it than that which is dependent upon imported merchandise. Your suppliers in some cases have goods afloat where they are and whether still on dock or transshipped remains a mystery until a few days before arrival in this country. Will the goods be seized or will the vessel be sunk? What additional costs must be added for changes in war risk insurance rates?

In looking at the Bourbon crop, reports from Madagascar as late as June 8 indicate that the 1940-41 production of vanilla beans from Madagascar, Comores and Reunion will be about 350 tons against a production for the season of 1939-40 of about 425 tons.

On the other hand, the production of the Mexican crop during 1938-39 was 110 tons, while the output of 1939-40 reached 175 tons. The 1940-41 production on Mexican cuts will be available for American consumption beginning January, 1941, and on whole Mexicans from April on. The prospects for the coming crop are excellent and the weather has been ideal for growing a record crop, and if no unforeseen circumstances arise from December on before the green beans are ready for curing, it is quite possible that a record output of 225 tons of Mexican vanilla beans might be reached. Therefore, to some the tight Bourbon situation might be greatly relieved by the larger Mexican production.

Despite the large Mexican production, market values on Mexicans will continue to depend upon the developments of the Bourbon situation, which, as in the past, will continue to be the base of all vanilla bean business.

The law of supply and demand regardless of world conditions cannot be ignored.

* Secretary, Vanilla Bean Assn. Extracts from report to Flavoring Extract Mfrs. Assn.

Cosmetics for the OUTDOOR WOMAN

As more and more women turn to outdoor sports for health and relaxation, there is an increasing demand for cosmetics and perfumes suitable for these activities. Creams, lotions, ointments, shampoos, scalp preparations, deodorants, perfumes, soaps and other products must be given special properties and interesting and appropriate odors. Givaudan has a great variety of odors for this purpose ready for immediate use and is equipped with the facilities and experience to produce special compounds to order. Feel free to call upon our laboratories for cooperation in solving any odor problem you may have in producing your perfumes or cosmetics.

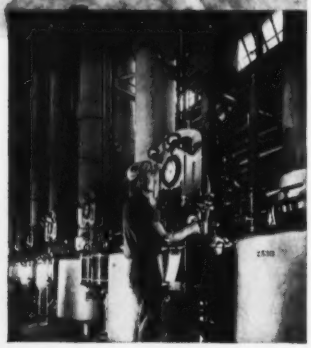
GIVAUDAN-DELAWANNA, INC., 330 WEST 42ND STREET, NEW YORK, N. Y.

THE TURN of events during the past few weeks serves to emphasize forcibly the growth and importance of America's synthetic aromatic chemical and perfume raw material industry.

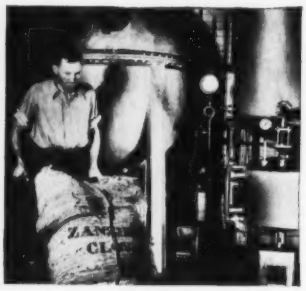
American consumers are far more independent of foreign sources than they were at the beginning of the last world war. In many lines they are completely independent – thanks to the constant pioneering efforts of the nation's chemists and manufacturers.

Yet there are some materials which are still obtainable only from special foreign sources – the Dutch East Indies, for example. Involvement in the war of that part of the world would affect certain important materials needed in the production of aromatics and perfumes.

Givaudan's plant at Delawanna, N. J., is one of the best equipped in the world to produce aromatic chemicals.



Facilities such as these huge stills enable Givaudan to meet emergency demands.



From the far corners of the globe — India, Java, Zanzibar — come essential raw materials for various aromatics.

To Safeguard Your Sources of Supply For PERFUME MATERIALS

Givaudan is endeavoring to maintain liberal stocks of such materials to satisfactorily protect the interests of their customers. This policy will be followed insofar as foreign conditions will permit.

In addition, the Givaudan Laboratories are constantly striving to develop new products that will make our American Industry even more independent of foreign influences than they are now. Our facilities are at your disposal in meeting your requirements. Perhaps among the hundreds of items produced by Givaudan there are some for which you are in immediate need. Or perhaps, with our highly adaptable facilities, we can produce what you require by special methods. We believe that you will benefit by direct contact with us and we invite your inquiries.

GIVAUDAN

DELAWANNA, INC.

330 WEST 42nd STREET, NEW YORK, N. Y.

BRANCHES: Philadelphia Los Angeles Cincinnati Detroit Dallas
Baltimore Chicago San Francisco Seattle Montreal Havana

EDITORIALS

THE ALCOHOL TAX

A CARLOAD of alcohol costs $1,140. Under the law up to July 1, the tax on that alcohol was $16,420. Since July 1 when the defense tax bill became law, the tax on a carload of alcohol is $21,660. Such a disparity shocks the conscience. It is plainly unjust to tax alcohol for non-beverage purposes such as in flavoring extracts at such a rate. All European countries differentiate in their taxes between alcohol used for beverage and that used for non-beverage purposes. Even Canada under the stress of war which raised its alcohol tax $3 did not raise the tax on non-beverage alcohol. Despite the earnest and persistent work of the industry to establish such a differential, the new law was blitzkrieged through Congress on the ground that it was impossible in the brief time available to work out means for administration. There is, however, a brighter side to the picture. If efforts to establish a differential are persisted in they are likely to be successful when the whole tax structure is taken up for consideration at the next session of Congress; for members of the committee are definitely convinced of the manifest injustice of the present tax on users of non-beverage alcohol.

SCIENTIFIC RESEARCH

"SCIENTIFIC research," said Dr. R. C. Newton, chief chemist for Swift & Co., who discovered after a decade of work that the natural juice of the guaiacum tree is an anti-oxidant of vast practical importance to all housewives, packers, grocers, meat dealers and bakers, "always pays. The only research that doesn't pay is that which is started and then stopped. . . . Competition from outside the industry is always greater than competition between manufacturers within the group; so it behooves them to cooperate in carrying on research for mutual advantage." Dr. Newton spoke to the members of the Flavoring Extract Manufacturers Assn., which carries on intelligent scientific research for its industry; but his remarks apply equally well to the cosmetic industry.

In a thought provoking article on cosmetic research in the *Journal of Chemical Education*, Miss Florence E. Wall suggested the following as especially worthy of research: the phenomena of absorption by the skin; the relationship, if any, between systemic conditions and the success or failure of cosmetic treatments; the identification of and collection of statistical data on idiosyncrasies and tolerances for materials used in cosmetics; the actual facts about the use of vitamins, hormones and other organo-therapeutic substances for cosmetic effect; the development of safe and suitable hair colors; and the practical application of the work of scientists such as Astbury, Speakman, Woods and others to permanent waving problems.

ANTI-TRUST INVESTIGATIONS

"THE greatest peril to the present economic system does not come from the Communists or Fascists or the fifth columns or our external enemies," points out John T. Flynn, the economist. "It comes from ourselves, from our mistaken efforts to protect our own industry at the expense of the whole economic system. Free enterprise means at least the right of every one to use his savings to embark in business if he wishes or to expand his business. Kill that and ultimately the whole system will be killed."

One of the underlying purposes of the present government anti-trust investigations and suits is to check the various devices employed by those in control of an industry for keeping newcomers down or out of it. Business men are embarrassed and sometimes even ruined by too much competition. Bad as that is, it is not as bad as ruining the whole economic system by making it impossible for those new competitors to enter trade.

TRADE BARRIERS

THERE are 1,489 barriers to trade on the statute books of the various states, according to a study made by C. L. Fardwell, chairman of the legislative committee of the Flavoring Extract Manufacturers Assn. With the legislatures of 44 states meeting in regular session next year, it is highly probable that various control bills with revenue provisions will be introduced. Every such bill is of vital concern to drug, food and cosmetic manufacturers. Unless checked, it has been pointed out, trade barriers will have the same destructive effect on the economic and political life of this country as has been exerted by the economic provincialism and narrow nationalism of the European nations. A national survey of the problem is being made by the Department of Commerce looking toward uniform state laws.

New Products and Processes

Midget centrifugal pump

A new design midget centrifugal pump known as model E which is built to deliver 8 gallons per minute at a maximum pressure of 25 pounds per square inch is offered by the Eastern Engineering Co. It is offered in monel metal, stainless steel and chromium plated bronze construction; and is available in other metals and alloys. It is also offered in smaller sizes. Full details about it may be had on application.

New laboratory filter

A compact, versatile new laboratory filter of the horizontal plate type has been announced by the Sparkler Mfg. Co. According to the maker, this new filter features flexibility because it may be operated with hydrostatic pressure, air pressure, gas pressure or by vacuum. It is made to handle viscous materials as well as aqueous solutions in quantities from one pint up, with flow rates from one gallon to 150 gallons per hour, with no unfiltered holdover and no loss of fluid. An advantage claimed is that every type of filter medium may be used. Further information about it will be supplied on request.

Method of analyzing packages

A method of analysis by which the selling power of a package can be determined and rated from a dummy sketch has been developed as a result of research over a period of nine years according to deVaulchier, Blow & Wilmet, Inc. The method it is claimed has two distinct fields of application: to determine the value of the proposed package in terms of its appeal to consumers and to specify what is lacking in order to provide a definite plan for improvement. It is known as the Wilmet method of analysis. Further details are available on request.

Electron ray pH meter

The Cambridge electron-ray pH meter which is claimed to be sensitive to .005 pH is offered by the Cambridge Instrument Co., Inc. According to the makers, it reproduces readings to .01 pH and incorporates in place of the conventional null point indicator an electron ray tube which is practically immune to damage from mismanipulation by the operator. Its glass electrode enables universal application. As it is scaled in both pH and millivolts, the instrument is stated to provide a high degree of accuracy for the determination of pH values as well as oxidation-reduction potentials without applying a conversion factor. It is offered complete in case and is conveniently portable. It operates directly from the 110-125 volt supply line. More detailed information will be forwarded for the asking.

Wax and grease substitute

A new chemical product called Palol designed to replace certain waxes and greases in the cosmetic field is offered by Palol Perfumed Products Inc. According to the company the new inorganic chemical discovery is an inert, synthetically made crystalline substance with a high melting point at 57 to 59 degrees Centigrade. Under scientific tests it is claimed that it has stabilized aldehydes. It is said to be non-hydroscopic, drawing no moisture but possessing a maximum affinity for essential oils. It is also claimed that it requires no preservatives and holds its consistency without variation as well as being free of rancidity. The company sells the product to manufacturers on a wholesale basis. It is also engaged in the production and retail sale of a solidified perfume stick made from Palol. Full information about the new product and its various uses will be supplied on request, to anyone interested.

Electric solderer

The instant heat electric solderer offered by the Ideal Commutator Dresser Co. is offered for light work. It is held in the hand like a pencil and its two carbon points heat up as soon as they touch any metal to be soldered. Further information will be sent on request.

To prevent skidding rugs

To prevent rugs on office floors or elsewhere from skidding the Ward Co. offers a new rug snug, a special cotton mesh fabric impregnated with processed oils. The fabric which is odorless and washable is laid between the rug and the floor. More details will be supplied on request.

Catalogs and Developments

Three links in a chain of service is the subject of a telling folder issued by Merck & Co., Rahway, N. J. The three links are: the druggist who specifies Merck, the Merck wholesale dealer and Merck & Co., Inc., makers of fine chemicals for the professions and industry since 1818.

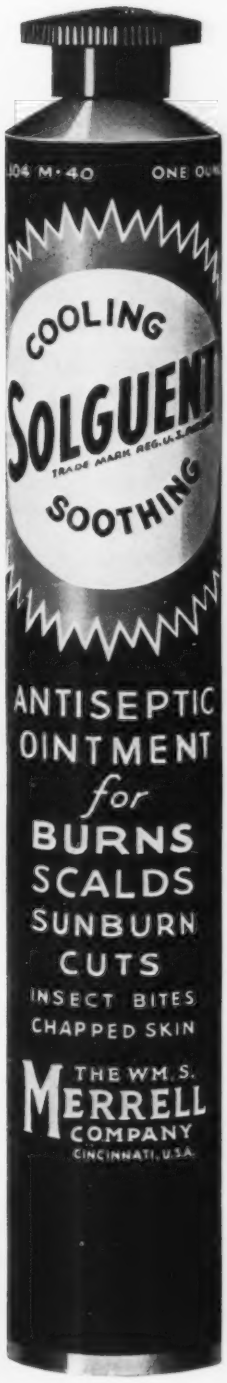
Laboratory stoppers made of neoprene feature a new folder by the R. W. Rhoades Metaline Co. It describes stoppers made of gray, red antimony and floating pure gum rubber and also Kjeldahl stoppers and Bailey and Walter crucible holders. Copies will be sent on request.

Ungerer wholesale price lists for 1940 mark over 50 years of continuous service. Each monthly list is attractively bound and carries a brief but timely note by F. H. Ungerer, president. The list is a comprehensive compilation of prices for the products of the company both domestic and foreign. Copies of the latest list may be obtained by writing to Ungerer & Co., 15 W. 20th St., New York, N. Y.

Business Man—What Now? by W. Clement Moore is the subject of a spirally bound booklet of 64 pages issued by the Associated Management Service. Such subjects as Invisible Masters of Your Business, Some of the More Commonly Discussed Problems of the Executive, labor and numerous others are discussed in a chatty way.

The Leipzig Trade Fair will hold its 1984th session from August 25 to 29, inclusive. The historic international exchange has been held without interruption for more than 700 years.

Chemicals for the cosmetic industry manufactured by the Kessler Chemical Corp. are described in a catalog issued by the company which may be had for the asking. Glyceryl and glycol fatty acid esters are featured.



Soothing thousands **TURNER** *from* **TUBES**

★

TURNER WHITE METAL

COMPANY, INC.

New Brunswick

New Jersey

AMONG OUR FRIENDS

▸ Leslie S. Gillette, vice-president of Hazard Advertising Corp., has been elected president of the New York Sales Managers' Club. Mr. Gillette succeeds William A. McDermid of W. A. McDermid & Associates. William F. Arnold, general sales manager of Underwood Elliott Fisher Co. was elected vice-president; G. Lloyd King, vice-president and sales manager of Lamont, Corliss & Co., treasurer; and Elon G. Pratt, vice-president and general sales manager of Smokador Manufacturing Co., secretary. Mr. Gillette, before reentering the advertising agency field, was sales promotion manager of U. S. Industrial Alcohol Co. for nine years and formerly with the J. Walter Thompson Co. During his six years' membership in the New York Sales Managers' Club, Mr. Gillette has been particularly active, being chairman of the New Member Committee for two years, and also in charge of the last two annual Christmas parties of the Club, to which several hundred guests are invited. Mr. Gillette is also a member of the Sales Executives' Club and lives in Rye, N. Y. The New York Sales Managers' Club is the oldest organization of its kind. It was founded in 1917, when a group of sales executives formed a group to discuss mutual problems in selling and distribution. The Club meets regularly every other Friday evening at the Advertising Club, except during the summer months.

Leslie S. Gillette

▸ John Beach, president of the Flavoring Extract Manufacturers Assn., is one of the active participants in the 300th anniversary celebration of the town of Southold, N. Y. Among other things, as chairman he arranged for the Fourth of July fireworks display and built a float depicting a lighthouse which he drove in the parade. While in Chicago at the convention of the Flavoring Extract Manufacturers Assn. his automobile was badly damaged in an accident by a reckless driver who crashed into him. Fortunately Mr. and Mrs. Beach and Dr. and Mrs. Davis who were in the car were not injured.

▸ William Zimmerman, president of Helfrich Laboratories of New York, New York, N. Y., left June 28 for a month's trip to the South. He was accompanied by Mrs. Zimmerman and their two daughters. Making the trip by automobile, Mr. Zimmerman combined business with pleasure between New York and Miami where the family will make its vacation headquarters until August 1. Mr. Zimmerman took the clipper plane to Havana alone where he spent several days in Cuba strictly on business of course.

▸ Dr. R. S. Swinton of W. J. Bush & Co. was the only one at the Flavoring Extract Manufacturers convention in Chicago who attended the first meeting of the organization at 100 William St., New York, N. Y., 31 years ago. In the intervening years only one meeting has been missed by Dr. Swinton due to his absence abroad at the time.

▸ Lloyd Fischbeck of P. R. Dreyer Inc., New York, N. Y., has returned from a business trip through the Middle West, which included attendance at the Flavoring Extract Manufacturers Assn.

▸ E. Leidy Brendlinger, secretary of the Flavoring Extract Manufacturers Assn., as a member of the reception committee at the Republican national convention was in a dilemma when the political convention came on the same week as the flavoring meeting. He chose the latter in Chicago.

▸ T. V. A. Isvaran, Trade Commissioner for Mysore in London, on his return from Mysore was especially decorated by His Highness, the Maharajah. Mr. Isvaran asked us to make known to his many American friends that the Mysore government is exerting its utmost efforts to insure uninterrupted supplies of sandalwood and that continued distillation of genuine Mysore oil shall be maintained for United States consumers.

T. V. A. Isvaran

▸ Charles Senior, who recently welcomed his son, Robert, to the staff of Florasynth Laboratories, was snapped at the annual banquet of the Toilet Goods Assn. with his son and Mrs. Senior. Both father and son are proud to be associated with the organization and young Mr. Senior shares the enthusiasm of his father for the future of the industry.

Mr. and Mrs. Charles Senior and Robt. Senior

▸ H. R. M. Gordon, who has had many years of experience in the packaging field, has joined the sales staff of the Sagamore Metal Goods Mfg. Corp. in the metropolitan territory. A. W. Wadman, who has been associated with Mr. Gordon for several years, will carry on the representation in the New York territory of the Standard Specialty & Tube Co.

▸ William Bjorke of L. Sonneborn Sons, Inc., New York, N. Y., is recuperating in a Yonkers hospital from an accident.

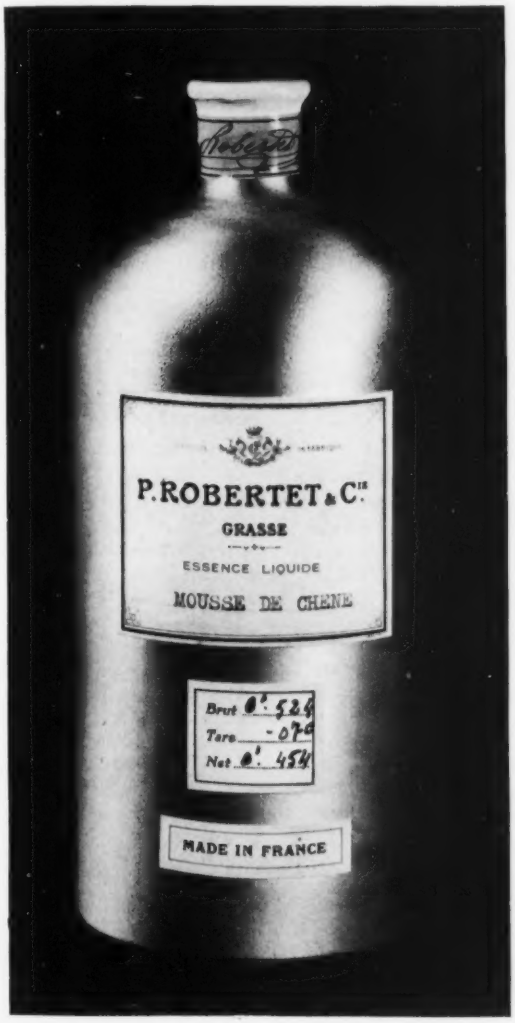
▸ Louis Rosett, president of Florasynth Laboratories, New York, N. Y., reached Chicago in time to attend the meeting of the Flavoring Extract Manufacturers Assn. after a visit to the company's representatives in Montreal, Toronto and Winnipeg. Prior to that he had been enjoying a vacation at Minaki Lodge, Ontario. While fishing he sustained a severe burn due to the accidental lighting of a flap of matches in his hand. Like most of his associates, Mr. Rosett flew back to New York.

▸ Daniel Brandenstein, who has been associated with the Sagamore Metal Goods Corp., has resigned to join the sales staff of the Norwalk Lock Co.

Aromatic

presents

Oak Moss



Essence Liquide Mousse de Chene-Robertet is one of the most interesting Oak Moss products we have to offer.

Its rather modest price combined with its exceptional quality give it another general and wide use where a good Oak Moss note is required.

It is, of course, widely used in odors such as Chypre, Fougere, Trefle and many fancy bouquet types.

When properly used, it gives most attractive results in powder perfumes, imparting a warm and tenacious background which cannot be obtained in any other way.

We carry stocks here in New York and can make prompt delivery.

Sample will be furnished on request.

Distributors For
P. ROBERTET & CIE.
GRASSE, FRANCE
on the following:

Absolute Flower Oils
Essential Oils (Own Distillation)
Mousse de Chene (Oak Moss)
Orris Products (All types)
Resinoines (Natural and Incolore)

AROMATIC PRODUCTS, INC.

15 E. 30th Street, New York FACTORY: Springdale, Conn.

ATLANTA — CHICAGO — PITTSBURGH — DALLAS — MEMPHIS

NEWS and EVENTS

Grand jury examines records in cosmetic anti-trust investigation

The grand jury of the District of Columbia, July 9, began an examination of the records produced as a result of about 150 subpoenas which were issued out of the U. S. District Court to the Toilet Goods Assn. and other associations and to numerous large concerns in the cosmetic and drug industries. The subpoenas only required the production of records accompanied by an affidavit from an officer of the corporation named. The purpose, it is believed, is solely to make an investigation as to whether or not there are any violations of the anti-trust laws in the cosmetic and drug industries.

If evidence is uncovered, it probably will be presented before another grand jury and then indictments would be sought. No statement has been made by the Department of Justice as to the specific evidence that is sought but there is a well rooted belief that price maintenance and the effects of fair trade laws will be investigated. One reason for this is the admission by officials that they have received complaints that the prices of drug store merchandise are too high.

When the grand jury has completed its work, the Department of Justice will be in a position to determine what practices, if any, may be considered in violation of the anti-trust laws.

From other sources, according to the *Oil, Paint & Drug Reporter*, it is indicated that the greatest interest will center around merchandising methods used by retailers, wholesalers, and manufacturers to secure compliance with state fair trade laws. There is a suspicion—and probably more than a suspicion—that, in order to secure widespread use of price-maintenance contracts legalized by these state laws and by the Federal Tydings-Miller act, some concerns and groups have resorted to pressure of various sorts, such as issuing "white" lists and "black" lists, organizing or threatening boycotts, refusing to deal, and various other practices. Advocates of price-maintenance insist that all activities seeking to secure compliance and use of these laws have been entirely legal and also that economic surveys show that price-maintenance has reduced the average level of retail prices, rather than increased them. These sources insist that when the investigation is completed the grand jury will have no evidence on which to base an indictment of any kind involving price-maintenance plans.

First college course with degree for perfumes, cosmetics and flavors

The first college course leading to the bachelor of science degree for a four-year course on the chemistry of cosmetics, soaps and perfumes has been announced by the California Associated Colleges. The College of Applied Science, Los Angeles, in the announcement bulletins states that the student after completing a prerequisite course of study in general chemistry (inorganic, organic, analytical and industrial), mathematics, physics and languages, may elect to devote his entire time to a single or group of subjects from major electives in industrial chemistry.

These electives include: cosmetics, soaps and detergents, oils, fats and waxes, foods and nutrition, industrial foods, perfumes, volatile oils and aromatics, theories of emulsions and emulsification, and flavors and flavoring materials. The theory and laboratory practice in the manufacture of cosmetics, soaps and perfumes offers the opportunity of learning the art of compounding, using and merchandising cosmetics, toilet requisites and cosmetological supplies.

Dr. Alexander Katz H. W. Miller
Faculty Members

Added interest is attached to the announcement by the fact that experienced men in the industry are on the faculty. Thus Alexander Katz, Ph.D., of Florasynth Laboratories, will lecture and teach the subjects to which he has devoted a life time of effort: volatile oils and aromatics, flavors and flavoring materials and perfumes. He will be assisted by Henry W. Miller, chief chemist of the Brunswig Drug Co., formerly chief chemist for the Armand Co., who will specialize in courses on cosmetics.

Courses were begun at the Summer session June 17.

N.C.B.B.C. seeks uniform beauty culture laws—meeting, Aug. 29-31

The annual convention of the National Council of Boards of Beauty Culture will be held in Detroit, August 29, 30 and 31, at the Book-Cadillac Hotel. The National Council of Boards of Beauty Culture is an organization of state bodies. Formed twelve years ago, it has as its objectives more uniform beauty culture laws and more uniform board rules and more uniform state board examinations. Also, it has worked out a plan for transferring state licenses by reciprocity. All state examiners are welcome at the conferences whether the state is a member or not.

Use of cosmetics to be discouraged in Great Britain due to war

Owing to war developments, the use of cosmetics in Great Britain is to be discouraged. Supplies to retailers are to be cut to two-thirds of their pre-war value. Cosmetic advertising continues but some propaganda against the use of cosmetics has appeared.

Special interest is being taken in skin protective creams and various foot preparations intended for women war workers. The first are oil-in-water emulsions containing in addition to powerful emulsifying agents, mineral oils and waxes with or without lanolin. They leave a thin film of wax on the hands to which dirt adheres which can easily be removed by simple washing, obviating the use of strong detergents. Foot preparations include dusting powders to allay excessive perspiration as well as lotions for bathing the feet.

By advertising in the only paper serving this industry **Exclusively**

YOU BENEFIT FROM THESE ADVANTAGES

UNDIVIDED ATTENTION *The American Perfumer* gives 100% undivided attention to the specialized problems of the closely related PERFUME, COSMETIC, SOAP and FLAVOR INDUSTRIES. **KEY MEN AUDIENCE** *The American Perfumer* concentrates on serving the key man (or men) in each manufacturer unit who ORIGINATES and PRODUCES the product. **AGGRESSIVE POLICY** *The American Perfumer* can and does fight the industry's battles fearlessly, without straddling the vital issues—not possible when a paper serves two industries which often have conflicting interests. **EVERY-ISSUE READERSHIP** *The American Perfumer* gives you every-issue readership from a maximum of your key prospects. Ask us for definite proof. **MORE FOR YOUR MONEY** *One paper* covers the industry thoroughly. This simplifies your job of selling supplies, equipment, packages, labels or service to this important industry.

The American Perfumer & Essential Oil Review

A ROBBINS PUBLICATION • 9 EAST 38TH STREET, NEW YORK, N. Y.

Hearings to establish standards for ice cream may be held this fall

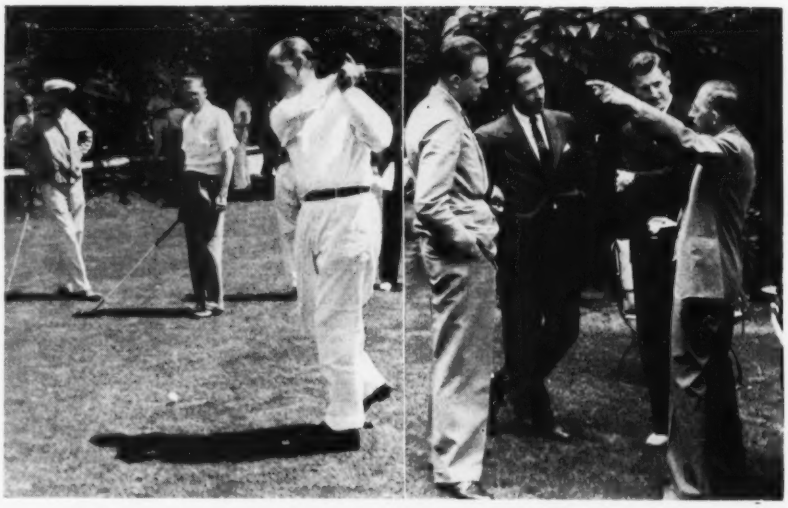
The legality under the Federal Food, Drug and Cosmetic Act of the custom of the ice cream industry to designate as vanilla ice cream the product flavored with vanilla extract to which varying amounts of vanillin have been added will probably be decided at hearings to be held in the autumn when standards for ice cream will be considered, according to B. A. Toby, who reported on bulk sales at the recent meeting of the Flavoring Extract Manufacturers' Assn. Long usage, it is felt, will justify a continuance of the practice by the recognition of it in a standard. The annual production of ice cream is about 300,000,000 gallons and about two-thirds of this is flavored with vanilla. Standard vanilla extract to flavor this requires 415,000 pounds of vanilla beans—or about half of the total production. If ice cream were flavored with extract made from beans alone, it would require 1,000,000 pounds of beans annually.

Cosmetic credit men make merry at annual outing

Members of the Drug, Cosmetic and Chemical Credit Mens' Assn. who meet each month for serious and highly useful work look forward to one day each year when the problems of business may be cast aside and wholesale recreation may be enjoyed. That day is the annual outing.

So on June 21 a caravan of automobiles from various parts of New Jersey, Staten Island and New York headed toward Great Neck, Long Island, where the party met at the beautiful home of Nat Otte. On arrival a light luncheon was enjoyed, after which the men journeyed to the Plandome Country Club where excellent golf was enjoyed. A star foursome was made up of Edward Farrell, George W. Patterson, Fred Kaiser and Herbert Kranich. Another included H. A. Weideman, William Robinson, E. J. Holgan and Ellis Barkerding. At first, Nat Otte was reluctant to play but finally teamed up with Louis Candee and Edwin Agnew. Hugh Wade, C. E. Robinson, Richard Goddard and E. W. Kavanagh made up another foursome which distinguished itself. Other members amused themselves at the club house. Prize winners were: low net, Nat Otte; first kickers, Richard Goddard; second kickers, William Robinson, Jr. and booby prize, Louis Candee.

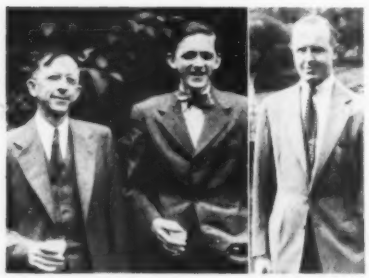
After golf the party reassembled at Mr. Otte's home where the party was joined by many more members, their wives and friends who came for the evening's festivities. After dinner, informal gayety was the rule; and with Tom Forsythe at the piano and Uncle Don with his songs, the hospitality of Mr. and Mrs. Otte was enjoyed until a late hour.



E. W. Farrell just misses the ball while Herbert Kranich and George Patterson watch. Chairman Robinson tells Ellis Barkerding, Hugh Wade and Richard Goddard all about it

One of the informal gatherings at Nat Otte's home, the center of the enjoyable festivities. Light refreshments preceded and a dinner followed an afternoon of golf on nearby links

H. A. Wiedman, Nat Otte and Herbert Kranich displayed good form on the golf links



Charles Robinson and his son William played golf while Tom Forsythe played the piano

Mem toilet soaps formerly imported now made in U. S.

Paul M. E. Mayer, president of Mem, Inc., announces that Mem toilet soaps, formerly imported from Vienna, Austria, are now manufactured in this country. The new Mem line was launched on July 1 and is based on original formulae which have been in Mr. Mayer's family for four generations. The line has been completely repackaged and many new items have been added. The company's offices and shipping plant are at 215 East 22nd St., New York, N. Y.

U.S.I. ALCOHOL NEWS

July ★ A Monthly Review of Technical Developments for Chemists and Executives ★ 1940

ALCOHOL RECOMMENDED FOR LOTIONS

Alcohol's properties are put to good use in a new wave set lotion of high alcohol content. Alcohol makes the lotion evaporate more rapidly, eliminates the need of spending a long time under hair dryers at high temperatures. Alcohol in lotions has desirable antiseptic properties.

Doctors Call Effect Beneficial In Preparations for Skin, Hair

Use of alcohol in hair and skin lotions, astringents, and mouth washes produces definitely desirable results, in the opinion of many doctors. Alcohol is said to contribute considerably to the antiseptic and germicidal properties of such preparations. In astringents, alcohol acts both as vehicle and as an active ingredient. In hair washes, its fat-solvent properties are said to be desirable. Alcohol purity for these applications is essential—and quality of U.S.I. Alcohol and denaturants assures the desired properties.

TOILET SOAPS CALL FOR PUREST OF INGREDIENTS

Highest quality of materials must be used in toilet soaps to safeguard delicate skins. U.S.I. produces denatured alcohol in ten formulas authorized for use in manufacturing toilet soaps and bath salts—and careful testing and control insure the qualities needed in alcohol for this application. Typical of alcohol's uses in soap manufacture is a newly patented liquid antiseptic soap incorporating hardwood oils and alcohol.

ALCOHOL PLAYS IMPORTANT PART IN FLAVOR OF FOODS

The flavoring extracts that make food appetizing are prepared with the aid of pure alcohol. Estimated consumption of pure alcohol in the manufacture of vanilla, synthetic vanilla, and other flavoring extracts and essences is 2,000,000 gallons a year. (U.S.I. is the leading producer of pure alcohol.)

TECHNICAL DEVELOPMENTS

For further information write U.S.I.

A solubilizing agent makes it possible to prepare water solutions or dispersions of most resins, including balsams such as Peru and Tolu, it is claimed. **(No. 350a)**

A label varnish is said to protect labels against grease, oil, water, alcohol, and many chemicals. Maker recommends it as a primer on collapsible metal tubes. **(No. 351a)**

A moisture register is reported to determine moisture content of granular materials by testing the electrical resistance under controlled pressure. **(No. 352a)**

An oil-proof floor mat is said to provide a non-skid surface in oily locations. It is made with a synthetic rubber-like base that resists oil. **(No. 353a)**

A new emulsifier is said to be suitable for all products and processes where paraffin wax is used. Maker claims it produces stable emulsions spontaneously. **(No. 354a)**

Faster filtering is claimed for a new funnel with a bowl angle of 58° instead of the conventional 60°. Difference in angle between funnel and filter paper is said to create a natural suction. **(No. 355a)**

A perfume base is described as having an entirely original character, making the compounds in which it is used practically imitation-proof. Maker says it can be used in toilet waters, rouges, face powders, is being tested in creams. **(No. 356a)**

A new aromatic to replace heliotropin is said to be four times as strong, to resist alkali, and to be suitable for use in perfumes, soap, and lipstick. **(No. 357a)**

EXTRACTS VITAMINS WITH ALCOHOL-WATER MIXTURE

MILWAUKEE, Wis.—A vitamin B complex having a good color and free from bitter tastes can be extracted from yeast with an alcohol-water mixture, it is claimed by an inventor here. Evaporation causes gummy material (source of bitterness) to rise to surface, from which it can be skimmed off, it is said.

U.S.I. INDUSTRIAL CHEMICALS, INC.
60 EAST 42ND ST., NEW YORK (USI) BRANCHES IN ALL PRINCIPAL CITIES
INDUSTRIAL ALCOHOL IN ALL GRADES AND ALL FORMULAS

U.S.I. TESTING BEGINS BEFORE MANUFACTURING STARTS!

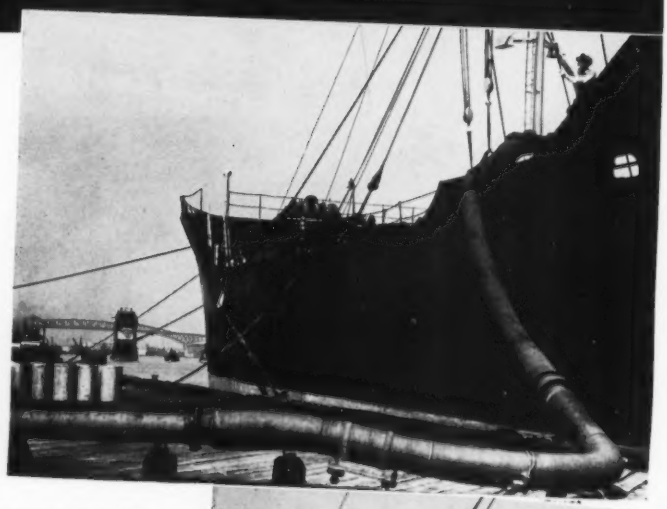
NO. 1 OF A SERIES ON THE CONTROL AND TESTING OF U. S. I. ALCOHOL

THE rigid process of testing and control that insures the purity and uniformity of U.S.I. Alcohol begins long before the manufacturing process itself.

It begins with chemical testing of the molasses that forms the chief raw material for the production of U.S.I. Alcohol. The molasses is carefully checked for sugar content and other important properties before it is loaded on giant tankers for shipment to U.S.I. plants—and is tested again on delivery from steamer to storage tanks.

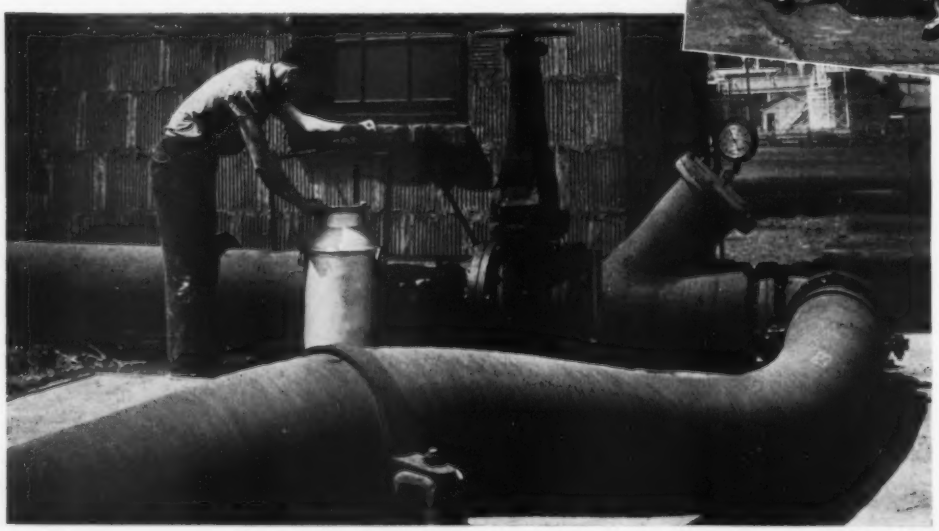
Only a preliminary step—but typical of the vigilant care that surrounds the production of U.S.I. Alcohol. Many of the rigid tests that safeguard the quality of U.S.I. Alcohol have been developed by U.S.I. out of its long experience as pioneer producer of industrial alcohol.

When you buy alcohol for use in your perfumes, cosmetics, lotions, and other products, U.S.I.'s skill and experience in manufacture are your assurance of the properties you need in your formulations to please your customers and build sales volume.



Huge tankers like this, with capacities of 1,400,000 gallons each, transport the molasses needed to supply the demand for U.S.I. Alcohol.

U. S. INDUSTRIAL CHEMICALS, INC.



On board the tanker, a depth gage prepares to follow the molasses level downward as the pumps begin transferring the molasses to U.S.I.'s giant storage tanks.

Samples are drawn from the pipe line as the molasses passes to the storage tanks—and are immediately sent to U.S.I.'s laboratory for testing of all important properties.

TECHNICAL ABSTRACT SECTION

JULY 1940

Compiled by Maison G. deNavarre, Technical Editor of The American Perfumer * * *

School of Pharmacy
University of Md

The brief abstracts listed in this section provide you with a convenient key to the current scientific literature of the world on perfumes, cosmetics, toilet preparations, soaps, etc.

A—Analysis
B—Perfumes
C—Essential Oils
D—Cosmetics General
E—Deodorants
F—Depilatories
G—Creams General
H—Emulsion
I—Face and Other Powders
J—Make-up
K—Shampoo
L—Soaps
M—Dental Preparations
N—Antiseptics
O—Hair Preparations
P—Sun tan Preparations
Q—Miscellaneous
R—Oils and Fats
S—Shaving Preparations
T—Skin Absorption
U—Dermatitis
V—Manicure Preparations
W—Wetting and Foaming Agents
X—Permanent Waving Preparations
Y—Flavors

THE AMERICAN PERFUMER

A Analysis

Ammonia, *Determination of,* P. Arne Hansen & V. Nielsen, *J. Biol. Chem.* **131,** *309, 1939.* Ammonia reacts with thymol and hypobromite to form a colored compound soluble in isopropyl ether which can be used to measure the same colorimetrically. (Through *C.A.*)

Analysis of Naphthenic Acids, J. R. Klotz & E. R. Littmann, *Ind. & Eng. Chem. Anal. Ed.* **12,** *76, 1940.* A new analytical procedure overcomes the difficulties experienced with older technique. A detailed procedure together with tables of data obtained using this new method.

Arsenic Determination, *By Distillation Method,* D. R. Jackson, *J. S. African Chem. Inst.* **22,** *68, 1939.* To avoid loss of arsenic trichloride when sulfuric acid solution is mixed with hydrochloric acid, precipitate the arsenic as sulfide and use the precipitate in distilling. (Through *C.A.*)

Boric Acid, *Determination of.* L. Rosenthaler, *Mikrochem.,* **23,** *196, 1937.* Rufianic acid (quinizarinesulfonic acid) is the best anthraquinone derivative for the detection of boric acid. In the presence of concentrated sulfuric acid, boric acid gives a red color with rufianic acid. (Through *J.A.Ph.A.*)

Determination of D & C Green No. 5, *J. Assoc. Off. Agr. Chemists* **22,** *784, 1939.* A 94 per cent recovery of dyestuff is obtained. The technique described consists of extracting the intermediate with ethyl ether, from an acid solution, then in turn removing it from the ether solution which has been made alkaline with 5 per cent sodium hydroxide. The intermediate in 5 per cent solution is compared colorimetrically with a standard.

Determination of Fatty Acids in Clay Soaps, O. Hagen, *Seifens. Ztg.,* **67,** *72, 1940.* Description of suitable technique.

Determination of Iron, Aluminum and Magnesium *with 8-Hydroxyquinoline,* H. Navez, *Ing. Chim.* **23,** *1, 1939.* The determination is carried out by means of a modified berg technique. The titration method is fastest but not as accurate as the gravimetric technique. The author prefers titration. Thirty-nine references. (Through *C.A.*)

Distinguishing Tragacanth Gum from Acacia, *Rapid Method for. Manseau, Union Pharm.* **79,** *65, 1938.* Tragacanth contains starch granules and acacia does not and hence the former stains with iodine solution. (Through *C.A.*)

Identification of Gums in Drugs, J. H. Cannon, *J. Assoc. Off. Agr. Chemists,* **22,** *726, 1939.* The results of collaborative study in identifying irish moss, tragacanth, agar, quince, karaya and galaagum by means of a special reagent. The details are given in the original, *ibid 92.*

Menthol, *Determination of.* A. A. Vagner, *Mem. Inst. Chem. Ukrain. Acad. Sci.* **7,** *97, 1938.* Menthol content of solutions in petrolatum, benzene or paraffin wax by determining the optical rotation. (Through *J.A. Ph.A.*)

Methyl Salicylate, *Free Phenols In, Determination of,* R. W. Towne, R. M. Hitchens and M. S. McCauley, *J. Am. Pharm. Assoc.,* **29,** *130, 1940.* A new method for determining traces of phenolic impurities is capable of finding as little as 0.001 per cent phenolic bodies and is reproducible to 0.0003 per cent, as compared to the customary method sensitive to 0.02 per cent. The phenols are extracted with dilute sodium hydroxide taking with them some methyl salicylate which is converted into methyl alcohol and sodium salicylate. In a buffered mixture the phenol may be distilled and converted to the tribromphenol.

Moisture Test, *Weighing Tube for.* R. B. Trusler and L. E. Weeks, *Soap.* **16,** *No. 6, 63, 1940.* A weighing tube holding 5 grams soap, liquid or solid, is suggested together with a modified distillation method. This technique may be used for creams, emulsions.

Oil & Fat Analysis, F. Wittka, *Seifens. Ztg.,* **67,** *91, 1940.* In determining oil in materials such as seeds, grind the substance up with sand and extract with measured amount of benzene. A small aliquot is evaporated on tared filter paper, and after drying is weighed. The HUBL method for iodine values is hastened by substituting benzene for chloroform and mercuric acetate for the chloride.

Paraffin Oil in Almond Oil, *Detection of,* S. Anselmi, *Olii minerali, grassi e saponi colori e minerali,* **19,** *103, 1939.* Saponification with subsequent dilution to precipitate out paraffin oil is not satisfactory as soap precipitates as well. Saponification with subsequent dilution with hydroalcoholic mixtures is described as more satisfactory. Tables of data on sweet almond oil constants, with complete method of detecting such adulteration.

Saccharin, *Report on Preservatives,* W. F. Reindollar, *J. Assoc. Off. Agr. Chem.,* **23,** *288, 1940.* A discussion of present tests for qualitative determination of saccharin with suggestions for improvement. It is recommended that the test be further studied.

Salicylic Acid & Salicylates, *Determination of.* D. Ponte, *Boll. chim-farm.,* **77,** *457, 1938.* Variation of the usual method which includes extraction of salicylic acid from acidified solution with ether and titrating the same with 0.1N potassium hydroxide, is suggested. Water distillation of the acid is mentioned as a variation, together with other methods. (Through *J.A.Ph.A.*)

Silica in Kaolin, *Rapid Method of Determination.* Kh. I. Tsybulevskii, *Zavodskaya Lab.,* **7,** *489, 1938.* Hydrochloric and sulfuric acid are used in combination to thermally decompose kaolin, instead of using hydrochloric acid alone. The remainder of the procedure is given in detail. (Through *C.A.*)

Soap Analysis, *Reports of Committee, Oil & Soap.* **17,** *110, 1940.* The tests described are as follows: carbon dioxide, iodine number, volatile matter at 105°C, insoluble in water, screen test, free alkali and sodium pyrophosphate.

Sulfides in Depilatories, *Determination of,* E. M. Hoshall, *J. Assoc. Off. Agr. Chem.,* **23,** *437, 1940.* The proposed technique is a modification of

Mohr's arsenious acid method for determination of hydrogen sulfide. A supplementary method useful in the presence of carbonates is described. A fresh sample made from good grade barium sulfide, starch, talc, glycerine, water and perfume showed after two weeks the presence of the following: carbonate, hydroxyl, sulfide, hydrosulfide, sulfur, sulfite, sulfate, thiosulphate, bariou, iron, manganese, the two last named coming from the barium sulfide containing them as impurities. Instability of product is greatest source of analytical difficulty. Fourteen methods of analysis are described but only the last is found satisfactory in use.

Vanillin in Vanilla Extracts, *Proposed modification of Official Colorimetric method for Determination of.* H. J. Lynch and N. Deahl, *J. Assoc. Off. Agr. Chem.*, **23**, *429, 1940.* A modification of the well-known method allowing for washing of the lead precipitate on the filter paper to remove occluded vanillin found there in appreciable quantities. Details of the procedure are given.

Water in Organic Liquids, R. A. Day, Jr. & R. N. Pease, *J. Am. Chem. Soc.*, **61**, *524, 1939.* The unknown is added to a weighed quantity of anhydrous copper sulfate and well mixed. The solid material is filtered off, washed with butane and again weighed. The gain in weight is due to water present in the unknown.

B Perfumes

Clove Oil & Eugenol, H. S. Redgrove, *Mfg. Perfumer* through *Drug & Cosm. Ind.*, **46**, *104, 1940.* A description of clove oil and eugenol together with considerations for their use in perfumery. A rondeletia otto may be formulated from clove oil 22 per cent, lavender oil 45 per cent, bergamot oil 22 per cent, synthetic rose 11 per cent. As a derived product of clove oil, vanillin is likewise described. Carnation perfume may be made from phenyl ethyl alcohol 20 per cent, linalol 30 per cent and isoeugenol 50 per cent. Amyl salicylate, heliotropin and anisaldehyde are included in the review.

Formates in Perfumery, Th. Ruemele, *Seifens. Ztg.*, **67**, *65, 1940.* A review of the properties of formates of linalool, terpineol, geraniol and nerol.

Lavender Water, J. Augustin, *Seinfens. Ztg.*, **67**, *46, 1940.* Five formulas for lavender water using the herb. Thus from 200 lavender oil Mitcham, 40 lavender Montblanc, 20 lavender extract, 40 bergamot oil, 5 lemon oil, 10 clary sage oil, 15 origanum oil, 10 birch oil, 2 mace oil, 2 of olibanum or oakmoss, dissolved in 10 liters of 90 per cent alcohol, the finest quality lavender water is made.

New Perfume Compounds, *French Pat. No. 850,180.* The 1-oxy-4-alkylhexanes produce a wide range of odors. Compositions containing these derivatives are described.

Perfume Fixation, *A new theory.* J. Charrier, translated by S. G. Field. *Soap, Perf. & Cosm.*, **13**, *331, 1940.* Cholesterol is suggested as an active ingredient of animal fixatives and a similar product of vegetable origin in floral substances.

Perfumes, *Labelled Imitation.* W. F. Munn, *Drug Trade News,* **15**, *No. 13, 25, 1940.* There should have been no controversy about labelling perfumes "imitation" from the first. It is impossible to make good perfume from true scents or absolutes. Many natural flowers do not lend themselves to extraction and production of a true flower oil with true aroma. Nevertheless flower odors may be produced without the use of such absolutes. Even in case of extractable odors such as rose absolute, the material is not a complete perfume and must be worked up with various synthetics. Hence, all perfumes are imitations.

Perfumes, *Labelled Imitation.* P. H. van Itallie, *Drug Trade News,* **15**, *No. 13, 25, 1940.* The designation "imitation" is justified only where two products exist, one a natural and the other an inferior synthetic substitute. No such possibility exists in perfumes. They should not be labelled "imitation" because they are made from synthetic aromatic chemicals.

Perfuming Rubber Sponge, *U. S. Pat. No. 2,194,649.* Flower oil is sealed within the sponge.

C Essential Oils

Camphor Basil Oil, *Composition of,* V. S. Konovalov, *Farmatsiya i Farmakol, No. 5, 13, 1939.* The following hydrocarbons were found: dipentene, terpinolene, crithmene, limonene (about 15 per cent, d-a-pinene sabinene and camphene (about 10 per cent). Among the oxygen compounds present are camphor, about 5 per cent alcohols, aldehydes about 3 per cent, caryophyllene about 1 per cent, traces of phenol and acetic acid. (Through *J.A.Ph.A.*)

Camphor and Camphor Oil, F. D. Dodge, *Soap,* **16**, *No. 5, 32, 1940.* Source and method of isolation are reviewed. Three different camphor oils are in use, oil sassafras artificial S.G. 1.070, oil camphor sassafrassy S.G. 0.970, and saffrol, S.G. 1.102 to 1.104. Little adulteration of camphor oil has been seen. Other camphor oils are Yiu-ju, Schiu and Ho oils. Yiu-ju oil is similar to camphor oil but has higher cineol content. Schiu and Ho oils contain much linalool and are used as cheap sources of linalool, contain small amounts of camphor.

Improving Odor and Taste of ethereal Oils *by fermentation, U. S. Pat. No. 2,184,637.* The product to be improved is emulsified with a fermentable agent, adjusted to pH 4-7, and a catalyst such as tin or zinc is added. The substance is then removed and separated.

Oil of Bay, *Monograph changes,* R. C. Schlotterer, *Bull. Natl. Formulary Comm.*, **7**, *261, 1939.* It is recommended that *N.F.VI* standards be changed to a minimum phenol content of 50 per cent with a specific gravity requirement lowered to 0.950 with maximum at 0.990.

Wormseed Oil, *American,* R. J. Pauly, *Pharm. Arch.*, **7**, *16, 1936.* A report on 4 oils including their analysis for ascaridol. The water distillate from the oil contained acetaldehyde, acetone, methyl and ethyl alcohols, ammonia and methylamine. Forty-five references. (Through *J.A.Ph.A.*)

Yarrow Oil, W. Peyer, *Deut. Apoth. Ztg.*, **55**, *1, 1940.* Blossoms of the

Yarrow yield about 0.5 per cent of blue oil similar in color to that from the twigs and leaves of the plant itself. The oil is not preformed in the plant.

D Cosmetics General

Acid Creams and Lotions, Anon. *Mfg. Chemist,* **11**, *50, 1940.* Five formulas utilizing specialties as well as straight chemical or natural occurring substances. A pineapple lotion consists of 10 parts of fresh pineapple juice, 5 parts glycerine and 85 parts of water suitably preserved. Particular advantages of pineapple juice are stressed. Peroxide and lemon lotions are also mentioned.

Astringent, Anon. *Drug & Cosm. Ind.*, **46**, *115, 1940.* An astringent contains 1 per cent tannic acid, 10 per cent isopropyl alcohol and the rest water. This formula is intended to give an experimental start.

Eye Lotions, *Formulation of,* H. Skinner, *Soap Perf. & Cosm.*, **13**, *167, 1940.* Approximate isotonic solutions may be made from 13.5 grains boric acid, 8.75 grains sodium bicarbonate, 6 grains sodium chloride respectively per fluid ounce. The subject of sterility is reviewed. An astringent eye lotion contains 1 gram boric acid, 0.2 grams zinc sulfate and water to make 100 cc.

Glycerine Substitutes, F. Ohl. *Allgem. Oel-u. Fett Ztg.*, **36**, *245, 1939.* Possibilities of using sugar solutions, glycols, perglycerine, ethanolamines and others is reviewed in a lecture. (Through *C.A.*)

Gum Tragacanth, *Brazilina.* V. Lucas, *Rev. Assoc. Brasil Farm., Dec., 1937.* The gum extracted from Brachychiton populneum is similar to tragacanth, but is more soluble. The material contains 81 per cent soluble gum. (Through *J.A.Ph.A.*)

Indian Cosmetics, K. Sadgopal, *Mfg. Chemist,* **11**, *No. 1, 9, 1939.* The most popular cosmetics in India are those based on ingredients rich in tradition combining hygiene and eroticism, although the author believes that the attractive packaging of European and American preparations may eventually win out. A review of the old herbs used in cosmetic practice and having deodorant, perfuming, emollient, skin softening or depilatory action are described.

Karaya Gum, *Hypersensitivity,* K. D. Figley, *J. Am. Med. Assoc.*, **114**, *747, 1940.* A series of 16 cases are mentioned. Probable source of the sensitizing substance is from wave sets. Also mentioned are karaya laxatives.

Massage Creams, *U. S. Pat. 2,172,118.* Sodium stearate or similar high fatty acid soap in combination with beeswax and ceresin with alcohol, fruit acid such as citric acid forms a composition which is fluent at body temperature and which rolls off when massaged.

Pharmacology of Synthetic and Natural Glycerine, E. R. Hart, *Univ. Calif. Pub. Pharmacol.*, **1**, *271, 1939.* No significant differences in toxicity.

Saccharin, *Report on Preservatives.* W. F. Reindollar, *J. Assoc. Off. Agr. Chem.*, **23**, *288, 1940.* (See item under Section A.)

Sea Bath Salt, Anon. *Mfg. Chemist,* **10**, *387, 1940.* Mix together potassium bromide 1, potassium iodide 1, potassium sulfate 25, calcium chloride 100, magnesium sulfate dried 1000, and crude salt 4000 parts. The product is sometimes tinted green.

Water Softening, T. E. Larson and A. M. Buswell. *Ind. Eng. Chem.*, **32**, *130, 1940.* (See item under Section Q.)

Water Softening, T. E. Larson and A. M. Buswell. *Ind. Eng. Chem.*, **32**, *132, 1940.* (See item under Section Q.)

E Deodorants

Colorless Deodorant, anon., *Soap, Perf. & Cosm.*, **13**, *197, 1940.* A colorless aluminum chloride deodorant may be made by adding ¼ per cent of powdered aluminum, based on weight of aluminum chloride, to a warm technical aluminum chloride solution, to which has been added a decolorizing carbon. The ferric ion is thus reduced to the ferrous form which is colorless and remains so over long periods of time, according to quotations from a letter written by Overton. Inasmuch as powdered aluminum is difficult to wet, it is first mixed with a little acetone or alcohol before adding to the aluminum chloride solution. The mixture should be allowed to stand for several hours before filtering.

Cosmetic Manual, *Deodorants,* J. Kalish, *Drug & Cosm. Ind.*, **46**, *410, 1940.* A review with 24 formulas for deodorants of different types. Powders can be made from magnesium carbonate 10, aluminum sulfate 10, colloidal clay 20 and talc 60 parts respectively. A liquid astringent deodorant may be made from 8 parts aluminum sulfate, 7 parts aluminum chloride, 1 boric acid, water 84 parts. A cream may be made from petrolatum 65, boric acid 10, magnesium stearate 10, zinc oxide 10 and magnesium oxide 10 parts each.

F Depilatories

Depilatory, *U. S. Pat. No. 2,199,249.* A soluble stannite having pH value of less than 12.6 containing a stabilizer of organic compounds containing at least three hydroxyl groups.

Sulfides in Depilatories, *Determination of,* E. M. Hoshall, *J. Assoc. Off. Agr. Chem.*, **23**, *437, 1940.* (See item under Section A.)

G Creams General

Hydrophile Ointment Bases, *A Study,* G. W. Johnston and C. O. Lee, *J. Am. Pharm. Assoc.*, **29**, *236, 1940.* After a study of the literature, 44 different absorption bases were prepared, in which No. 37 was the outstanding. Its composition is: cholesterol 5 per cent, anh. lanolin 20 per cent, liquid petrolatum 45 per cent, spermaceti 25 per cent and white wax 5 per cent. It is concluded that ointments made with absorption bases are very susceptible to temperature changes hence less suitable for stock ointments.

Irradiating Creams, *U. S. Pat. No. 2,199,796.* Description of a method

for irradiating creams and apparatus used for this purpose.

Liquefying Cleansing Cream, anon., *Drug & Cosm. Ind.*, **46**, *747, 1940.* A liquefying product may be made from 60 parts minerol oil, 20 parts petrolatum, 10 parts ceresin and 10 parts paraffin. Melt the ingredients together.

Water in Oil Creams, H. S. Redgrove, *Pharm. J. through Drug & Cosm. Ind.*, **46**, *473, 1940.* Lanolin-petrolatum mixtures absorb more water than lanolin alone. Addition of 1-2 per cent cetyl or stearyl alcohol aids emulsification. Thus 33 lanolin anhydrous, 33 petrolatum, 33 water and 1 stearyl alcohol are suggested as a readily workable mixture. Formulas for absorption base creams are also given.

H Emulsions

Automotive Chemical Specialties, C. L. Glickman. *Chem. Industries*, **46**, *196, 1940.* A review of the following preparations used in the automotive industries: paste polish, body cleansers, abrasive body polish, non-abrasive body polish, anti-freeze, hydraulic brake fluid, automobile cleaners, stop leak liquid, radiator cleaning powder, penetrating oil, windshield cleaner, auto and body polish, wax polish pad, white tire cleaner and others.

Cosmetic Emulsions, R. H. Marriott, *Soap, Perf. & Cosm.*, **13**, *307, 1940.* A discussion of Gattefossé's earlier article together with a comparison of human skin with leather. The advisability of particular types of emulsions for particular skins is stressed. Dry skin, for instance, is more readily wetted by oil than by water; hence when skin is dried as by chapping, an oil alone is of no use whatsoever. The author advises that water-in-oil emulsions penetrate more readily if applied in thin layers, but cleanse more readily in thick layers. W/O Emulsion is incapable of restoring moisture to the skin once dehydrated. An emulsion of oil in water is more satisfactory for replenishing the moisture of dried skin. A histological table of the skin concludes the article.

Emulsion, U. S. Pat. 2,189,854. An emulsion containing 30 per cent alcohol, mineral oil, gum emulsifier, a polyisobutylene, water and a buffer producing a pH between 5 and 9.0.

Emulsions, R. C. Pink. *J. Chem. Soc.* through *Drug & Cosm. Ind.*, **46**, *103, 1940.* Soaps intended to stabilize water-in-oil emulsions behave as they do because they are precipitated and enmesh the water globules within this precipitate. The wetability of the precipitate by either water or oil determines the type of emulsion.

Emulsions, S. Malowan, *Seifensider Ztg.*, **65**, *988, 1938.* Partially oxidized oils, especially oxidized olive oil, produce emulsions more readily than untreated oils.

Emulsions and Emulsifiers, H. Schmalfuss, *Fette u Seifen*, **46**, *142, 1939.* A discussion of earlier work done with gum tragacanth and Paalsgard oil.

Emulsions Containing Alcohol, anon., *Alcohol News, April, 1940.* Emulsions containing as much as 50 per cent alcohol and mineral oil are produced by using a polymerized composition of isobutylene. Other alcohols may likewise be emulsified.

Emulsifiers, *Australian Pat. No. 105,547.* Active gelatinous alumina gel prepared by any of three methods produces useful emulsions for diverse uses.

Emulsifying Agents, *U. S. Pat. No. 2,076,794.* Water-in-oil emulsions are produced by use of sapogenins such as ursolic or oleanolic acids or their sodium salts.

Emulsifying Machinery, F. A. Cooper, *Trans. Inst. Chem. Eng.*, **16**, *131, 1938.* Using an emulsion of mineral oil in 2 per cent potassium oleate and passing through a Hurrell smooth faced colloid mill, it was found that operating at highest speeds and lowest throughputs produced finest emulsions with smallest particle size. (Through *J.A.Ph.A.*)

Emulsifier for Oil Emulsions, *Selection of,* A. A. Ghellerova, *Farm. Zhur.*, **12**, *No. 1, 22, 1939.* Sodium caseinate is a suitable substitute for gum acacia in oil emulsions. Casein emulsions are more stable than those prepared with gelatin. (Through *C.A.*)

Gelatinous Alumina Emulsions, anon., *Soap, Perf. & Cosm.*, **13**, *232, 1940.* A paraffin emulsion may be made using a trade named alumina gel. Use the following proportions as a type preparation: paraffin 8 oz., glycerine ½ oz., ater 11½ oz., alumina gel ½ oz., oleic acid 1 drop. Other emulsions also can be made.

Observations on Emulsions, R. C. Pink, *J. Soc. Chem. Ind., 211, 1940.* The best known method of producing emulsions is to add the liquid to become dispersed, in small amounts, accompanied with agitation after each addition. Once there is established a particular continuous phase, there is a strong tendency for it to remain so. Two series of experiments are mentioned; a) in which the water is added all at once, and b) the water added a little at a time. (Through *S.P.C.*)

Stable Emulsions, *U. S. Pat. No. 22,194,218.* A composition of water, water immiscible liquid and activated alumina gel.

Viscosity and Stability of Fluid Emulsions, H. S. R. *Mfg. Chemist*, **11**, *Nos. 2, 48, 1940.* Stability and viscosity are not parallel values. Mineral oils produce more viscous emulsions than do vegetable oils. Technical mineral oils produce more stable emulsions than do refined mineral oils. Inasmuch as technical oils may involve a certain risk when used in cosmetics, a pure oil may be rendered impure by adding a small amount of vegetable oil.

I Face and Other Powders

Device for Sampling Face Powder and Other Powders, *U. S. Pat. No. 2,185,386.* A device formed from thermoplastic material which becomes adhesive when heated.

Dry Mixing Comments, R. H. Auch, *Soap*, **16**, *No. 4, 92, 1940.* Face powder containing both light and dense ingredients was found to maintain uniformity after it had become thoroughly mixed. So did tooth powders. Baking powder behaved differ-

ently. Each particular mixture has a curve approaching uniformity then receding. Pony mixer is a suitable powder mixer for materials that do not dust.

J Make-Up

Color Measurement of Near Whites, A preliminary report on the *suitability of the Hunter Multipurpose Reflectometer,* K. L. Kelly, *Bull. Nat. Formulary,* **7,** *229, 1940.* A reference standard of porcelain enamel is advised in comparing near-whites. The method and instrument are recommended as the results are accurate, rapid and can be reproduced.

Cosmetics for the Eyes, H. Janistyn. *Seifens. Ztg.,* **66,** *853, 1939.* Formulas for bases used in compounding eye shadows together with suggestions for the development of proper tints. A satisfactory base consists of 100 white petrolatum, 10 lanolin, 60 white ceresin, 20 beeswax and 230 benzoinated tallow.

Cosmetics for the Eyes, H. Janistyn. *Seifens. Ztg.,* **67,** *5, 1940.* A review of materials used in formulating eyebrow pencils together with ten formulas. Base for eyebrow pencils consists of 21 mineral oil, 32 ceresin, 3 beeswax, 44 talc and the whole benzoinated.

Make-up Base, H. Hilfer. *Drug & Cosm. Ind.,* **46,** *282, 1940.* A discussion of the materials used in formulating stick and paste preparations. A stick product may be made from 50 mineral oil, 50 petrolatum, paraffin 20, ozokerite 30, titanium dioxide 10, zinc oxide 20, kaolin 20, talc 20 and color as needed. A paste is made from mineral oil 60, petrolatum 50, paraffin 10, ozokerite 30, titanium dioxide 10, zinc oxide 20, kaolin 20, talc 20 and color to suit.

K Shampoo

Dry Shampoo, anon., *Alcohol News, April, 1940.* Quoting a formula from *Soap, Perfumery & Cosmetics* containing ammonia water 3, eau de cologne compound 2, denatured alcohol 45 and distilled water 50 parts.

Thickeners, *U. S. Pat. No. 2,189,803.* Inorganic salts of alkylolamines are used to thicken solutions of surface active agents.

Turkey Red Oils, anon., *Seifens. Ztg.,* **67,** *88, 98, 1940.* (See item under Section R.)

L Soaps

Detergent, *U. S. Pat. 2,187,536.* A detergent with constant pH consisting of trisodium phosphate, sodium carbonate, sodium phosphate and borax. The product is intended to simulate olive oil soap.

Detergent, *U. S. Pat. 2,191,199.* An abrasive detergent compound of an alkali metal salt of the group of soluble metaphosphates and tri-polyphosphate.

Detergent for Toilet Use, *U. S. Pat. 2,175,285.* A composition consisting of 5-60 per cent of a saturated glyceride containing at least 21 carbon atoms together with not less than 40 per cent of a solid water soluble salt such as sodium aliphatic alcohol sulfonate.

Detergent Efficiency, F. A. Lucy. *Textile World, Oct., 76, 1939.* (See item under Section W.)

Detersive Efficiency of Tetrasodium-Pyrophosphate, W. W. Cobbs, J. C. Harris and J. R. Eck. *Oil & Soap,* **17,** *4, 1940.* Tetrasodium-pyrophosphate has the following advantages in building soap: (1) increases suds, (2) increases detergency, (3) increases amount of builder without loss of cleansing effectiveness, (4) has a low pH. Sixty-two charts.

Disposal of Soap in Detergent Operations, E. W. Colt and C. V. Snell. *Oil & Soap,* **17,** *33, 1940.* The effect of sodium carbonate to soap additions in the laundry is studied. The effect of loads is described. Adsorption of soap from solutions containing sodium carbonate is shown in charts. Sodium laurate is a poor detergent as compared to sodium myristate, palmitate or stearate.

Gelatin Soap, T. Ruemele. *Seifen. Ztg.,* **66,** *839, 1939.* Gelatin is a useful soap filler. It gives a harder soap and maintains water balance. Cooling time in forms may be shortened. Toilet soaps may contain up to 0.5 per cent, while liquid soap may contain 0.1 to 1 per cent. Liquid soap and shaving cream containing this are more stable and show an increased sheen in the case of shaving cream.

Hand Paste, anon., *Seifens. Ztg.,* **67,** *44, 1940.* Prepare the paste in two steps: 1) mix 5 parts kaolin or bentonite with 3 parts fine sand and 2 parts wood flour. 2) Dissolve 5 parts soda ash, 4 parts caustic soda solution 40°Bé and 4 parts methyl cellulose in 90 parts hot water. Add 1-2 parts lanolin. Now mix parts 1 and 2 and work into a paste. Foaming agents may be added if desired.

Household Cleaners, C. V. Cardew. *Mfg. Chem.,* **10,** *363, 1939.* The war has created an increase in demand for various cleansers and the formulas offered are intended to aid in compounding modern preparations. Ammonia holding equipment may be constructed of iron, steel or stoneware. Household ammonia contains about 1.5 per cent oleic acid and as much potassium carbonate. Nine formulas. These include bath and lavatory cleansers, floor scrub and mop compounds.

Lanolin in Soap, anon., *Seifens. Ztg.,* **67,** *44, 1940.* Unrefined wool fat and rosin may be incorporated into soap by being included with the soap fat stock. Only small amounts of unrefined lanolin may be so used or it will produce a very soft soap.

Scouring Action, J. Davidsohn and A. Davidsohn. *Am. Dyestuff Reptr.,* **29,** *43, 1940.* The authors try to show that emulsification is brought about by hydrolysis which depends on the constitution of the soap compound. The action of new sulfonated products is reviewed. Thirty-one references. (Through *C.A.*)

Soap Analysis, *Reports of Committee, Oil & Soap,* **17,** *110, 1940.* (See item under Section A.)

Soaps & Saponifying Agents, B. Levitt, *Chem. Industries,* **46,** *726, 1940.* A review with suggestions for

producing different compositions utilizing synthetic detergents. Products discussed are soda, potash, ammonia, triethanolamine and other amine derivatives.

Soap Colors, W. Richter, *Fette u. Seifen,* **47,** *61, 1940.* Water soluble acid colors stable to alkali are recommended. Insoluble dyes are also used. Such pigments or lakes are light resistant. Oil soluble colors might also be used but are of no great importance.

Soap Cracking, H. A. Johnson, *Soap,* **16,** *No. 5, 67, 1940.* Plodding is believed to be a factor in soap cracking. The more plastic a soap, the better it will plod. Lanolin or sulfonated castor oil as superfats keep the soap mass more plastic. Soap should be packed immediately after stamping, thus producing a smoother noncracking soap. Fast drying soap changes shape and tends to crack.

Soap, Laboratory Boiling of, R. E. Divine. *Oil and Soap,* **17,** *3, 1940.* The desirability of following the progress of soap formation by boiling in glass containers has led to the compilation of notes from the writer's experience intended to aid workers in this line. An apparatus is illustrated which will show this reaction to the best advantage. A procedure duplicating actual plant practice together with the method of spreading a neat soap are included.

Soap Progress, *Trend of.* H. L. Ramsey. *Soap,* **16,** *No. 1, 30, 1940.* Greatest advance has been in the field of soap powders, the properties of which have been enhanced by additions of various chemicals such as the phosphates. Fatty chemistry has also progressed.

Soap Stabilization, R. L. Sibley. *Soap,* **16,** *No. 2, 21, 1940.* Thiourea derivatives are compared for their value as soap anti-oxidants. Forty-three derivatives were tested and reported. Thiourea derivatives not only stabilize soap against rancidity, but prevent discoloration as well.

Soapless Washing Compounds, W. Meyer, *Deutsche Parf. Ztg.,* **26,** *29, 1940.* Those intended for personal use should contain no more than 0.2 per cent free alkali as NaOH and not more than 5 per cent calculated as carbonate. Scouring compounds should not contain more than 5 per cent alkali as hydroxide and not more than 15 per cent as carbonate. No kind of washing agent should contain more than 50 per cent sodium silicate, unless a paste where the higher quantities produce particular properties. Fillers such as sodium chloride, glauber salt may be present up to 25 per cent. Peroxide containing compounds are also mentioned.

Tall Oil Soaps, R. Strauss. *Deutsche Parf. Ztg.,* **25,** *406, 1939.* Tall oil, the crude oily material isolated from wood pulp is a very desirable material for use in soap production as it contains 45-60 per cent fatty acids, 30-45 per cent rosin acids with 7-11 per cent of unsaponifiable matter. The refined tall oil in particular is the product of choice as the tar-like disagreeably odorous ingredients are removed. Paste, curd, household and toilet soap formulas including tall oil are given. Discoloration of tall oil soaps on storage may be prevented by the use of a little trisodium phosphate in the mixture. Tall oil may also be sulfonated but the resulting sulfonate is not stable toward hard water, salt or acids.

The System Trisodium Phosphate-Sodium Carbonate-Water, K. A. Kobe and A. Leipper. *Ind. Eng. Chem.,* **32,** *199, 1940.* (See item under Section Q.)

Value of Synthetic Detergents, H. L. Jones. *Am. Dyestuff Reptr.,* **27,** *621, 1938.* (See item under Section W.)

Washing in Laundry, E. Walter. *Fette u. Seifen,* **46,** *729, 1939.* Costs in laundry may be reduced by using soap for the first two washings and sodium alkyl sulfate for the last one.

M Dental Preparations

Caries, *New theory of the cause,* P. Pincus, *Illinois Dent. J.,* **9,** *80, 1940.* Importance of organic compounds in the enamel proper is described. (Through *C.A.*)

Dentifrice, *U. S. Pat. No. 2,196,150.* Small granules containing polishing agent, binder, detergent and the usual dentifrice ingredients.

Dentifrice, *U. S. Pat. No. 2,196,154.* Dentifrice in form of beads or other hollow bodies.

Perborate Tooth Powder, Anon. *Drug & Cosm. Ind.,* **46,** *114, 1940.* A dry tooth powder composition can be made from 80 per cent sodium perborate and 20 per cent of tartaric acid suitably flavored.

Solubility of Tooth Enamel, J. F. Wolker, *J. Dent. Research,* **19,** *1, 1940.* Enamel from carious teeth no more soluble than from non-carious teeth. Deciduous enamel is more soluble than permanent enamel at pH 4.0 in 1 hour, using buffered solutions. (Through *C.A.*)

Tartar Solvent For Teeth. *U. S. Patent 2,151,495.* A composition of 6 parts rose bengal, 4 parts guinea green, 15 parts glycerine, 1 part acetic acid, water 600 parts.

Tooth Paste, anon., *Soap, Perf. & Cosm.,* **13,** *197, 1940.* Glycerine in tooth paste may be replaced in part with a mucilage made from acacia and tragacanth gums. Kaolin should be replaced with chalk. Other substitutions include development of glycerine substitutes.

N Antiseptics

Antiseptics, G. S. Collingridge. *Chem. Age,* **42,** *17, 1940.* An antiseptic based on essential oils consists of ti-tree oil 8 per cent, thymol 5 per cent, cinnamon leaf oil 3 per cent, sassafras oil 2 per cent, origanum oil 1 per cent, clove oil 1 per cent, sulfonated castor oil 50 per cent and water 30 per cent. Turkey red oil also can be used in compounding insecticidal preparations containing pyrethrum or derris. (Through *Soap.*)

Bacteriology of Normal Skin, P. B. Price, *J. Infectious Diseases,* **63,** *301, 1938.* Two groups of bacteria are found on normal skin surfaces: (a) the *transients* which are easily removed and (b) the *residents* which form stable flora difficult to remove. (Through *J.A.Ph.A.*)

Fungistatic Properties of Fatty Acids, C. Hoffman, T. R. Schweitzer and G. Dalby. *Food Res.*, **4**, *539, 1939.* Fungistatic properties of fatty acids containing from one to fourteen carbon atoms have been studied over a pH range from 2 to 8. Some of the acids possess fungicidal properties, which is dependent on chain length, pH, and concentration of the acid. Unsaturation increases fungistatic properties. At a neutral pH, acids having from 8 to 12 carbons are most effective. (Through *Oil & Soap.*)

Microbes in the Cosmetic Industry, T. McLachlan, *Soap, Perf. & Cosm.*, **13**, *254, 1940.* A continuation of a series, describing testing methods for antiseptics, using bacteria and molds.

Microbes in the Cosmetic Industry, T. McLachlan, *Soap, Perf. & Cosm.*, **13**, *171, 1940.* A continuation of a series. Ten points in choosing preservatives come to mind as follows: (1) is it essential to add a preservative? (2) what will be the effect of the preservative on the odor of the product? (3) what effect on product color? (4) will the product affect the efficiency of the preservative? (5) will there be inter-reaction between the preservative and preparation? (6) will the preservative be rendered inactive by adsorption? (7) is the preservative irritating and toxic? (8) how will the pH of product affect preservative action? (9) will preservative affect container? and (10) is cost economic? A variety of different types are described.

Mouldy Boric Acid Solutions, H. Schnegg & K. Weigand. *Zentr. Bakt. Parasitenk*, **95**, *154, 1939.* A 3 per cent solution of boric acid shows Torula, black yeast and other organisms unless made with distilled water in place of tap water. (Through *J.A.Ph.A.*)

O Hair Preparations

Anti Gray Hair Vitamin B, *Drug Trade News*, **15**, *No. 12, 31, 1940.* Reporting Evans work with the so called "filtrate factor," extracted from the vitamin B complex, contains another substance capable of causing graying of hair if absent from the diet of rats. Rats fed with a diet containing this fraction did not turn gray.

Anti Gray Hair Vitamin, A. F. Morgan and H. D. Simms. *J. Nutrition*, **19**, *223, 1940.* Pigmentation of fur of rats is lost when fed on diets deficient in vitamin B. Fullers earth extract of vitamin B rich products cured the symptoms. (Through *Am. J. Pharm.*)

Hair Dye, *U. S. Pat. No. 2,185,467.* A dye with C. I. 422 is caused to adhere to the hair by means of formamide or other similar compound with grouping CCON = or derivative.

Hair Fixatives, D. Lourie. *Soap, Perf. & Cosm.*, **13**, *238, 1940.* A review of different types of hair dressings, with new ideas and useful hints. Deodorized kerosene is suggested for vaporizing liquid brilliantines. Taste test is recommended in determining mineral oil quality. The addition of mineral oil to vegetable oils reduces their tendency to rancidity. Rosin products increase glossing effect of oils. An inexpensive solid fatty fixtative may be made from mineral oil 150 grams, rosin WW 60 grams, paraffin wax 30 grams and petrolatum 20 grams. Mucilaginous and emulsified hair fixatives are further discussed.

Hair Fixatives, *English Viewpoint*, Editors Comment, *Soap, Perf. & Cosm.*, **13**, *242, 1940.* The editor comments on Lourie's article. A presently popular English hair dressing is an emulsion of water-in-oil. Sulfonated fatty alcohols and higher fatty alcohols are suggested as emulsifiers for hair fixatives. Various other forms are reviewed.

Hair Growth, *Estrone, Influence on*, W. Tscherne, *Deut. Med. Wochschr.*, **65**, *1692, 1939.* In two cases, falling hair of women treated with estradiol was checked as well as increasing new growth. Dose given was 5 milligrams every third or fourth day until a total dose of 30 milligrams has been given. (Through *J.A.Ph.A.*)

Hair Preparation, anon., *Drug & Cosm. Ind.*, **46**, *747, 1940.* A mixture of diethylene glycol ethyl ether with either water, alcohol or/and glycerine will keep the hair in place.

Onion Hair Tonic, *German Patent No. 656,384.* Onions are extracted with alcohol at a temperature of 80-90° C, and the resulting extract is treated with potassium permanganate. The treated material is mixed with water or alcohol to which other ingredients may be added and the whole is acidified.

Prevent Caking, *U. S. Pat. 2,175,083.* Moisture absorbing materials are treated with monostearin or compounds of similar type to prevent lump formation in the powdered mass.

P Sun Tan Preparations

Sunburn Lotion, anon., *Drug & Cosm. Ind.*, **46**, *746, 1940.* A useful sunburn lotion is made from stearic acid 3, cetyl alcohol 0.5, KOH 0.1, borax 0.2, quince seed 1.0 and water 95.2 parts each.

Sunburn Preventitives, H. S. Redgrove, *Pharm. J.*, **142**, *589, 1939.* A review. Mentyl salicylate, menthyl anthranilate, tannic acid and several trade named specialties are discussed.

Sunscreen, *U. S. Pat. 2,170,185.* Menthyl anthranilate is prepared from menthol an alkali metal mentholate and methyl anthranilate. The resulting substance is used as a sunscreen in suntan creams and lotions as an absorbent for actinic rays.

Sunscreens, *British Patent No. 508,818.* The triethanolamine salts of o-cresotinic or 2:3-hydroxynaphthoic acid, which may be used in emulsions or aqueos lotions for the purpose of preventing sunburn but allowing suntan.

Q Miscellaneous

Antioxidant, *U. S. Pat. 2,176,022.* Food emulsions containing oxidizable fats are stabilized by the addition of small amounts of unbleached flour derived from grain such as oats, corn or barley.

Antioxidant, *U. S. Pat. 2,176,023.* Stabilizing of cream, butter or ice cream may be accomplished by the

addition of 2 per cent or material mentioned in *U. S. 2,176,022.*

Antioxidant, *U. S. Pat. 2,189,417.* Organic substances are protected from deterioration through oxidation by addition of a metallic salt of an aminophenol.

Antioxidant, *U. S. Pats. 2,176,026-31.* An aqueous or alcoholic extract of unbleached cereal grain such as oats or corn, is added to products such as mayonnaise, orange juice concentrates, cheese, ice cream, meat and fishery products, etc. Some of the patents refer to deoiled peanut press cake extract or defatted cacao residue or its alcoholic extract.

Antioxidant, *U. S. Pat. 2,176,024.* The de-oilized residue of soybean flour or other oil bearing seed is used as an antioxidant as described in *U. S. Pat. 2,176,022-3.*

Antioxidant, *U. S. Pat. Nos. 2,-176,033-7.* The use of crude cane or beet sugar alone or in conjunction with extracts described in *U. S. 2,-176,022* and others, as antioxidants for food products. Some of these refer to the use of salt and cereal extracts, or cereal extracts used together with cereal flours for stabilizing foods.

Automotive Chemical Specialties, C. L. Glickman. *Chem. Industries,* **46,** *196, 1940.* (See item under Section H.)

Anti-Foaming Agent, S. Weiner. *The Chemist Analyst,* **29,** *24, 1940.* Cetyl alcohol is superior to octyl alcohol as an anti-foaming agent in organic distillations. Mineral oil is satisfactory in some cases. One gram cetyl alcohol per liter of boiling solution is sufficient as an anti-foaming agent.

Anti-Fogging Paste, Anon. *Mfg. Chemist,* **11,** *No. 1, 30, 1940.* A formula for preventing condensation of moisture on windows or other objects made of glass is composed of eight parts of glycerin, 16 parts potassium oxalate, 1 part spirits of terpentine, and 0.125 parts of camphor. Another composition consists of glycerin soap 65 parts, glycerin 30 parts, terpentine 5 parts and white bole as required.

Detersive Efficiency of Tetrasodium-Pyrophosphate, W. W. Cobbs, J. C. Harris and J. R. Eck. *Oil & Soap,* **17,** *4, 1940.* (See item under Section L.)

Disposal of Soap in Detergent Operations, E. W. Colt and C. V. Snell. *Oil & Soap,* **17,** *33, 1940.* (See item under Section L.)

Glass Cleaner, Anon. *Am. J. Pharm.,* **112,** *40, 1940.* The following mixture is suggested: curd soap 10, water 25, glycerine 15, alcohol 20, ammonia a sufficient amount, precipitated chalk 50, kieselguhr 30 and kaolin 20 parts.

Methlycellulose, G. A. Bergy. *Am. Prof. Pharmacist,* **5,** *619, 1939.* Description of the uses of this material in pharmacy, pastes, dentifrices, creams, depilatories and hair dressings.

Mouldy Boric Acid Solutions, H. Schnegg and K. Weigand. *Zentr. Bakt. Parasitenk,* **95,** *154, 1939.* (See item under Section N.)

Natural and Artificial Soft Paraffins, H. Brindle. *Quart. J. Pharm. & Pharmacol.,* **12,** *361, 1939.* The following simple test distinguishes between natural and artificial products: determine the deposition or solution temperatures of a solution of the material in question using glacial acetic acid and carbon tetrachloride as solvents. Freedom from liquid or hard paraffin is indicated by (1) high solution temperature, (2) low volume of crystal deposits, (3) a considerable volume of separated upper oily layer.

Pharmacology of Synthetic and Natural Glycerine, E. R. Hart, *Univ. Calif. Pub. Pharmacol.,* 1, *271, 1939.* (See item under Section D.)

Prevent Caking, *U. S. Pat. 2,175,-083.* (See item under Section O.)

Respiratory Factor for Yeast and Skin, Malt Combings as Source of, E. S. Cook & C. W. Kreke. *Studies Institutum Divi Thomae,* **2,** *173, 1939.* Combings of malt contain factors inhibitory to skin respiration. As skin stimulants they are poor but excellent for stimulating yeast. (Through *C.A.*)

Sea Bath Salt, Anon. *Mfg. Chemist,* **10,** *387, 1940.* (See item under Section D.)

Silver Nitrate Stains, Anon. *Laundry Age,* **20,** *No. 1, 88, 1940.* Silver nitrate stains on cloth may be removed by dropping iodine on them which converts the silver into an iodide. This is washed out with a cupful of sodium hyposulfite solution. After this treatment, the whole garment should be rinsed well with clear, lukewarm water.

Smelling Salts, Anon. *Soap, Perf. & Cosm.,* **12,** *988, 1939.* Ammonium carbonate cubes 90, phenol 1, menthol 1, camphor 2, weak solution iodine (2.5 per cent) 1, oil Pumilio Pine 1, oil Eucalpytus 1 and strong solution ammonia 3 parts. Pack the ammonium carbonate cubes into the bottle, then add the other ingredients previously mixed together.

Sodium Alginate Stabilizer, M. J. Mack. *Food Ind.,* **10,** *195, 1938.* Sodium alginate is a superior stabilizer to gelatine for use in ice cream. (Through *C.A.*)

Spotting Labels on Round Bottles, Anon. *Glass Packer,* **19,** *182, 1940.* A discussion of methods which may be used. Five different techniques are described, with as many illustrations.

Washing in Laundry, E. Walter. *Fette u. Seifen,* **46,** *729, 1939.* (See item under Section L.)

Water Permeability of Wrapping Materials, Anon. *Food Industries,* **12,** *No. 3, 96, 1940.* Procedure for measuring the evaporation of moisture from a dish of water covered with wrapping material based on methods evolved in the *TAPPI.* Details of the method are available from the National Bureau of Standards.

Water Softening, T. E. Larson & A. M. Buswell. *Ind. Eng. Chem.,* **32,** *130, 1940.* Theoretical limits of the lime soda method of water softening. The beneficial effect of the use of sodium aluminate as a water softener is due to its alkali increasing effect and colloidal coagulating action, rather than to the formation of insoluble aluminates. The presence of traces of colloidal silica is beneficial.

Water Softening, T. E. Larson & A. M. Buswell. *Ind. Eng. Chem.*, **32**, *132, 1940.* Sign of the charge of colloidal particles of hydrous alumina hydrous magnesium and calcium carbonate. Colloidal calcium carbonate is negatively charged and magnesium hydroxide positively charged throughout the pH range of water softening.

The System Trisodium Phosphate-Sodium Carbonate-Water, K. A. Kobe & A. Leipper. *Ind. Eng. Chem.*, **32**, *199, 1940.* Solubility data for trisodium phosphate in water do not agree. No data exists for solubility of mixtures of trisodium phosphate and sodium carbonate in water. These two substances do not form double salts, and their solubility alone and in mixture has been determined for temperatures ranging from 0° to 100° C.

R Oils and Fats

Antioxidant, *U. S. Patent 2,176,-023.* (See item under Section Q.)

Antioxidant. *French Patent 839,-514.* Gamma-diethylaminopropyl propionate is given as an example of stabilizer for oils, fats and other compounds subject to rancidity.

Antioxidant, *U. S. Pat. No. 2,189,-417.* Metal salts of aminophenols are used to retard the oxidations of fats and oils.

Coconut Oil Composition, H. E. Longecker. *J. Biol. Chem.*, **130**, *167, 1939.* Coconut oil has the following fatty acid composition: Caproic 0.8, caprylic 5.4, capric 8.4, lauric 45.4, muristic 18.0, palmitic 10.5, stearic 2.3, arachidic 0.4, hexadecanoic 1.3, oleic 7.5 and a trace of linoleic acid. All figures in per cent by weight. (Through *Soap.*)

Cottonseed Oil, G. S. Meloy. *Document U. S. Dept. of Agriculture, Food Industries,* **12**, *No. 3, 100, 1940.* The best oil is produced from cotton which has opened and been picked within 15 days.

Expressed Mustard Seed Oil, S. Dutt. *Indian Soap J.*, **5**, *279, 1939.* A clear bright oil may be expressed from the seeds of black mustard, showing 3.8 per cent free fatty acids, 92 per cent glycerides and 0.8 per cent unsaponifiables. Soap made from *expressed* mustard seed oil turns slightly yellow on aging, but otherwise is a good detergent, producing excellent lather. (Through *Soap.*)

Formation of Wax Esters, Y. Sinozaki and S. Adati. *J. Agr. Chem. Soc. Japan,* **14**, *1135, 1938.* Formation of waxes from various oils is accelerated by adding aluminum or zinc oxides to the copper-chromium-oxygen catalyst. Products so made from soybean oil may be used as substitutes for beeswax.

Hydrogenated Cottonseed Oil Stabilizer, K. S. Hoover & H. E. Moore. *Oil & Soap,* **16**, *212, 1939.* A solution of 0.022 per cent sodium bisulphite at 120° F increases stability of the shortening. Flavor is good too. Keeping time was increased by 48 hours. (Through *C.A.*)

Maize Oil, *Standards for,* anon., *Australasian J. Pharm.*, **20**, *188, 1939.* A monograph is suggested for use in the *A.P.F.* The oil is useful in making zinc creams and similar preparations. (Through *J.A.Ph.A.*)

Mineral Oil, *Aging effect on viscosity,* A. Marcelin, *Compt. Rend.*, **207**, *777, 1938.* After 12 hours keeping, a rolling steel cylinder took 22 per cent longer to travel the inclined trough. Molecular aggregates formed on the metal surface. (Through *J.A.Ph.A.*)

Miscible Lecithin, *U. S. Pat. No. 2,194,842.* Stearic acid is added to soy bean phosphatids rendering them softer and more readily dissolved in oils.

Natural and Artificial Soft Paraffins, H. Brindle. *Quart. J. Pharm. & Pharmacol.*, **12**, *361, 1939.* (See item under Section Q.)

Oil and Fat Analysis, F. Wittka, *Seifens. Ztg.*, **67**, *91, 1940.* (See item under Section A.)

Olive Oil, *Adulterant of,* J. Pritzker and R. Jungkunz, *Z. Undersuch Lebensm.*, **77**, *254, 1939.* Quinoline yellow was found as an unusual adulterant in olive oil, and was detected by means of ultraviolet fluorescence. (Through *J.A.Ph.A.*)

Olive Oil, *Retarding Oxidation of,* H. L. G. Barton and A. Davies, *J. Soc. Chem. Ind.*, **58**, *189, 1940.* Cellophane was used in attempting to determine if it had any preservative action against oxidation. It was found that deep red, orange, violet, grass green and lemon yellow cellophane did possess protection. It is believed that the ultraviolet is responsible for deterioration as it was impossible to produce any acceleration by means of visible light. (Through *J.A.Ph.A.*)

Oxidation of Vegetable Drying Oils, R. S. Morrell, and E. O. Phillips. *Fette u. Seifen,* **46**, *541, 1939.* During the process of drying vegetable oil oxygen attaches itself to the double bond to give a peroxide which readily polymerizes into a gell. Oxygen may also attach itself to a "near" double bond but at a considerably slower pace eventually forming a ketol substance. The cause of bloom is discussed. The effect of stoving in air and the nitrogen in film properties is mentioned. The bleaching of films in sunlight or air is due to the composition of certain diketo-substances.

Paraffin Oil in Almond Oil, *Detection of,* S. Anselmi, *Olii minerali, grassi e saponi colori e minerali,* **19**, *103, 1939.* (See item under Section A.)

Properties and Recovery of Wool Fat, H. J. Henk. *Seifens. Ztg.*, **66**, *820, 1939.* The composition of recovered wool fat together with a description of methods used in refining it are included.

Rancidity in Fats, A. Banks, *Dept. Sci. Ind. Research (Brit.) Rept. Food. Invest. Board,* **1938**, *106, 1939.* The effect of enzymes at different storage conditions on rancidity of fish fats.

Separation of Palmitic, Stearic and Oleic Acids, C. Manunta. *Helv. Chim. Acta.*, **22**, *1156, 1939.* A mixture of equal parts of the 3 acids was dissolved in petroleum ether and percolated through a chromatographic column of dried magnesium sulfate containing a one-half molecule of

water of crystallization. A nearly complete separation is so made. Palmitic acid being found in the upper part, stearic acid at the bottom, and the oleic acid going through completely without adsorption.

Spoiling of Fats, *Chemistry of, VII,* J. Kochling and K. Taufel, *Fette u. Seifen,* **46,** *206, 1939.* A study of the effect of heating on the keeping qualities of fats. Rate of peroxide formation during storage depends on initial peroxide content and amount of natural inhibitol present.

Synthetic Fat Acids from Hydrocarbons, W. Schrauth. *Allgem. Oel- und Fett-Ztg.,* **36,** *413-19 (1939).* By splitting the hydrocarbon chain in the production of fatty acids, the following have been obtained: Caprylic, pelargonic, capric, undecanoic, lauric, tridecanoic, myristic, pentadecanoic, palmitic, heptadecanoic, stearic and acids with more than 18 carbons.

Testing Waxes, *Particularly ozocerite,* E. Graefe, *Petroleum Ztg.,* **35,** *223, 1939.* Melting point is not sufficient test. Hardness is determined by means of a penetrometer. Other criteria in determining relative worth of waxes are given. In checking melting point of mixtures of waxes, use methods dependent on latent heat such as cooling curves. (Through *C.A.*)

Turkey Red Oils, anon., *Seifens Ztg.,* **67,** *88, 98, 1940.* A description of methods of producing sulfonated castor oils. The variables and their effect on the product together with analysis is included.

S Shaving Preparations

Brushless Shaving Cream, *U. S. Pat. No. 2,195,713.* Typical formulas mentioned are stearic acid 20, soap 5, butyl ester sulfonated oleic acid 3, carbolic acid 0.1, perfume 0.5 and water 71.4 parts respectively.

Shaving Composition, *U. S. Pat. No. 2,185,255.* A hemostatic lipoid soluble agent from soybeans is added to various mixtures.

Shaving Cream Formulas, anon., *Soap, Perf. & Cosm.,* **13,** *234, 1940.* Formulas for soapless, boric acid, semi-solid and regular shaving creams are given. A standard type suggested contains 38 parts stearic acid, 10 parts coconut oil, 5 parts glycerine, 15 parts caustic potash (50° Bé), 30 parts caustic soda (8° Bé) and 2.5 parts sulfonated castor oil.

Shaving Product Nonlathering, *U. S. Pat. No. 2,143,060.* A stick-like composition of magnesium peroxide, a binder and water soluble filler such as lactose. When applied to moistened skin, oxygen is liberated conditioning the beard for shaving.

24,000 Hairs Sliced in Shave, *Drug Trade News,* **15,** *No. 12, 31, 1940.* Each time a man shaves, he must slice 24,000 separate hairs according to a report from Casselman. There are 31 variables in shaving, the most important of which are: time of beard softening, temperature of softening water, hydrogen ion concentration of soap or shaving cream, time elapsed since prior shave and condition of skin and hair as influenced by fatigue, diet, sunburn or windburn. Razor blades become dull because of mechanical forces and chemical action. Other factors are described.

T Skin Absorption

Permeability of Lymphatic Vessels of the Skin, H. Choh, *J. Chosen. Med. Assoc.,* **29,** *2469, 1939.* Permeability of lymphatics of rabbit ear is increased by chemical and mechanical stimulation. In edema caused by experimental nephritis, permeability and turgidity are increased. Effect of other agents in affecting permeability are given. (Through *C.A.*)

Respiratory Factor for Yeast and Skin, Malt Combings as Source of, E. S. Cook & C. W. Kreke. *Studies Institutum Divi Thomae,* **2,** *173, 1939.* (See item under Section Q.)

Skin Permeability, Eller and Wolff. *Arch. Dermat. and Syphilol.,* **40,** *900, 1940.* As a result of evolving a controllable technique, the authors find that liquid fats penetrate the skin better than solid ones. Animal fats penetrate deeper than vegetable fats, which in turn are more penetrating than mineral fats. Maximum penetration is four to six hours after application, the amount diminishing after six hours. Fat is absorbed down the hair shaft into the sebaceous or oil glands. (Through *Drug & Cosm. Ind.*)

Vitamin A in Dermatological Conditions, *The biophotometric study of,* H. L. Baker and H. R. Vogel, *Urol. Cut. Rev.,* **44,** *176, 1940.* The biophotometer is useless in such study. Where deficiencies exist, treatment orally and by skin are helpful in some cases. Vitamin A is probably absorbed through the skin. (Through *C.A.*)

U Dermatitis

Antidermatitic Vitamin, *of yeast,* R. Kuhn and G. Wendt, *Ber. Deut. Chem. Ges.,* **71,** *780, 1938.* The factor known as B_6 is the substance having antidermatitis properties.

Dermatological Disorders, *Manganese in Treatment of, J. Am. Med. Assoc.,* **114,** *246, 1940.* A review of treatment of various skin disorders such as acne by injections of colloidal manganese hydroxide, in 43 cases.

Professional Dermatoses, *Their Combating,* J. Strandberg, *Acta Dermatol. Venereol.,* **20,** *613, 1939.* Dowicides have been found to cause a major amount of occupational diseases known to insurance companies. These substances are chlorinated phenol or naphthol derivatives. (Through *C.A.*)

Vitamin A in Dermatological Conditions, *The biophotometric study of,* H. L. Baker and H. R. Vogel, *Urol. Cut. Rev.,* **44,** *176, 1940.* (See item under Section T.)

V Manicure Preparations

Nail Polish, *U. S. Pat. No. 2,195,971.* Polymerization products of acrylic acid such as propyl methacrylate are used in conjunction with cellulose nitrate compositions. Disadvantages so overcome are shrinkage, peeling, discoloration, thickening, poor gloss and film durability.

Nail Polish Remover, *U. S. Pat. No. 2,197,630.* An emulsion containing water, 0.5 to 5 per cent bentonite, 10 per cent pale blown castor oil or sulfonated oil, cellulose nitrate solvent, NaOH to give pH 7.5 to 10.5 together with pigments and polishing agents.

Opaque Nail Enamel, anon., *Soap, Perf. & Cosm.*, **13,** *256, 1940.* The creamy effect is obtained by grinding in titanium or zinc oxide to the extent of 5 per cent. Greater viscosity of lacquer is required to prevent settling of pigment. The pigments are ground in castor oil before adding. The use of fish scale (pearl) essence produces exotic effects useful for evening wear.

W Wetting and Foaming Agents

Detergent Efficiency, F. A. Lucy. *Textile World, Oct., 76, 1939.* Using a standard laundry test, the detergent efficiency of a number of synthetic materials and soap is in the following order of decreasing efficiency: Sodium octadecyl sulfate, sodium b-lauramidoethylsulfate, sodium cetyl sulfate, sodium lauryl sulfate commercial, sodium cetylphenylsulfonate, sodium oleyl sulfate, sodium salt of branched chain alkylated benzene sulfonic acid, fatty amide sulfonate, olive oil chip soap and sodium isopropyl-b-naphthalenesulfonate. Each detergent behaves differently under specific conditions. (Through *Soap*)

Menthane Derivatives, *U. S. Pat. 2,174,505.* Upon treating menthane with chlorine and sulfur dioxide, compounds of the type of menthanedisulfonylchloride are formed. These are useful wetting agents.

Sulfonating Oils, *German Pat. No. 682,590.* Boric acid is used in making Turkey Red oil of light color. The presence of boric acid causes the process of sulfonation to go much more readily and produces products of greater stability.

Synthetic Detergents, anon., *Soap,* **16,** *No. 5, 69, 1940.* A new series of compounds known as sulfated boroamid esters of alkyl compounds containing 12-18 carbons are described. They are water soluble, active in acid and alkaline media, dispersing lime and other metallic soaps.

The Lamepons, *Synthetic Detergents,* anon., *Soap,* **16,** *No. 5, 35, 1940.* These non-soap detergents are derivatives of high molecular weight proteins coupled with fatty acid derivatives, covered by U. S. Pat. 2,015,912.

Turkey Red Oils, anon., *Seifens. Ztg.*, **67,** *88, 98, 1940.* (See item under Section R.)

Wetting Agents, *U. S. Pat. 2,177,650.* Reaction products of pyrophosphoric acid with acyl derivatives of aliphatic polyhydroxy compounds such as mucic, tartaric, mannonic, glyceric, or gluconic acids. The resulting substances are wetting, detergent, emulsifying or penetrating compounds.

Wetting Agents, *U. S. Pat. 2,178,831.* Aromatic polyalkylene ethers are produced by heating alcohols such as lauryl alcohol with aromatic alkylene ether halide in the presence of alkali to remove the halide. Various examples are given.

Value of Synthetic Detergents, H. L. Jones. *Am. Dyestuff Reptr.*, **27,** *621, 1938.* Two general classes of synthetic detergents are (1) those utilizing long, natural, fatty, aliphatic carbon chains and (2) those made from materials other than natural fats. Methods of overcoming soap faults together with evaluation of some synthetic soaps is included. (Through *C.A.*)

X Permanent Waving Preparations

Colors for Dangerous Temperatures, anon., *Deut. Apoth. Ztg.*, **53,** *1580, 1938.* A table of 19 compounds, their formulas and color changes at different temperatures ranging from 80-500° C. (Through *J.A.Ph.A.*)

Permanent Wave Solution, anon., *Drug & Cosm. Ind.*, **46,** *483, 1940.* The addition of not more than 1 per cent sodium or potassium hydroxide to ordinary solutions to increase activity of the solution thus producing tighter curls. Too much of these alkalies damages the hair.

Permanent Waving Pads, *Chemical Heating, U. S. Pat. No. 2,184,959.* Various details of the operating apparatus.

Permanent Waving Solution, anon., *Drug & Cosm. Ind.*, **46,** *483, 1940.* To produce a tight curling solution, machine or machineless, use 20 ounces potassium sulfite, 4 ounces ammonium carbonate, 2 ounces potassium carbonate and 2 ounces borax per gallon, together with one ounce oleic acid and one ounce sulfonated castor oil.

Wool, *Electrophoretic Studies on,* A. M. Sookne and M. Harris. *J. Research Natl. Bur. Standards,* **23,** *471, 1939.* The phthallate ion specifically shifts the iso-electric point of wool to lower pH. Much of the confusion in stating iso-electric points comes from the assumption that the isoionic and iso-electric points are identical. The difference of each is discussed. (Through *J.A.Ph.A.*)

Y Flavors

Food Formulas. Anon. *Food Industries,* **12,** *102, 1940.* Formulas and methods of manufacture for waffle flour, hot cocoa powder, vanilla extract, liver and bacon sausage, frankfurters and candied citron peel are given.

Maraschino Cherries, *Manufacture of,* E. H. Wiegand, *Western Canner and Packer,* **28,** *5, 1936.* A brine containing 1-1.5 per cent SO_2 and 5-7 pounds of calcium hydroxide or calcium carbonate per 100 gallons is recommended. It takes about 30 days to bleach. For coloring, 0.5 to 0.7 ounces of Ponceau 3R per 100 pounds of fruit is used. The first sugar syrup contains about 30 per cent and is increased daily by 5 per cent until it reaches 40-45 per cent. (Through *C.A.*)

Qualitative Test for Ethyl Vanillin in Vanilla Extract, H. W. Chenoweth, *Ind. & Eng. Chem. Anal. Ed.*, **12,** *98, 1940.* This method is capable of detecting 0.5 grams or more of ethyl vanillin to a gallon of vanilla extract. The source or kind of vanilla beans used does not affect the test. The test is simple to perform and is described in detail.

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Cosmetic exposition in Atlantic City, N. J., September 3 to 6

The 1940 Cosmetic, Drug, Perfume and Hairdressers exposition to be held at the Ambassador Hotel, Atlantic City, N. J., Sept. 3 to 6, will be under the direction of Philip Elliot.

Shulton Inc. sponsors novel needlework promotion

In cooperation with Abraham & Straus, Brooklyn, N. Y., department store, Shulton Inc., recently conducted a six-weeks needlework contest. All women entering the contest were required to submit embroidered pieces using the motifs of the transfer pattern contained in the Early American Pastime Packet.

Cleansing cream in opal jars seized by F D A for deception

The seizure of 1152 jars of cleansing cream by the Food and Drug Administration during May was reported. The jars were made of thick white opal glass with convex bottoms and appeared to contain twice as much cleansing cream as they actually did. These were the only seizures in the cosmetics industry under the deceptive packaging provisions of the Food, Drug and Cosmetic Act.

Cosmetics with sex hormones said to contain cancer peril

The indiscriminate use of sex hormones and vitamins in cosmetics may result in the possible development of cancer according to Dr. Joseph Eller and Shirley Wolff in a report in the *Journal of the American Medical Assn.* Sex hormones can be absorbed through the skin from ointments. A commercial face cream, it is pointed out, containing a female sex hormone produced cancer in animals as well as other profound changes when applied to the skin in one-fifth of the amount recommended for daily use by women. Phenol, basis of many skin peeling formulas, can be absorbed through the skin and certain persons are extremely sensitive to even minute amounts of it.

Northam Warren Corp. plant so large messengers use roller skates

Northam Warren Corporation entertained over 3000 invited guests at a housewarming to celebrate the opening of its new plant in Stamford, Conn., June 15. The concern is the world's oldest and largest manufacturer of manicure preparations and deodorants, owning both the Cutex and Odorono lines.

Northam Warren, president and founder of the firm, which has been in existence since 1911, greeted guests

Mural depicts history of the cosmetic arts

and also made an address. Guides conducted guests through the plant to view production processes, color studios, testing and control laboratories, etc., after which refreshments were served in the employee cafeteria, and each guest received a souvenir package of the company's products.

The building is of glass and steel. Set in a background of trees it occupies a site of nearly nine acres, and adjoins a golf course. The building itself measures about 240 x 520 ft. on the ground plan (about three acres), and has a second story 240 x 300 ft.

Dominating the front of the building is an imposing entrance tower of structural glass brick 40 ft. high. Another feature of the design is the extensive use of glass, which composes about 75 per cent of the exterior walls. In addition to the windows, interior light is provided for the second floor through a series of roof monitors, providing sun-filled, but controlled, lighting in the most modern, scientific way.

Northam Warren, center, looks on with Ezra Winter, Connecticut artist, as Mrs. Winter points out significant panel in new mural

The striking reception room and central hall was decorated by Ezra Winter. The mural, 14 x 27 ft. in size, covers one wall. Another wall is covered by a huge mirror on which is etched a map of the world, showing the world-wide ramifications of the company which sells and manufactures in 90 different countries.

Executive offices, research laboratory, color studio, manufacturing and control laboratories and a large employees' cafeteria seating 250 are located on the second floor. In addition to manufacturing space on the first floor, the building contains a printing plant, and elaborate locker and dressing rooms for a working force of about 500.

Total floor area is some 170,000 sq. ft., or about four acres. The ground floor area covers more than three acres. The total area of glass in the continuous windows is over 40,000 sq. ft., which is about an acre. In walking around the building, one covers a third of a mile. The electric light wires are about 11 miles long and serve more than 1000 outlets. The combined length of the pipe in the hot and cold water systems and in the sprinkler systems is 47,000 ft., or about nine miles. The steam heating system contains some four and one-half miles of pipe. To eat up some of these distances in a minimum of time, inside messenger boys are equipped with rubber-tired roller skates.

Beta Beta Lambda annual meeting in Chicago August 18-21

The ninth annual convention of Beta Beta Lambda will be held August 18, 19, 20 and 21 at the Palmer House, Chicago.

Important features at this convention will be the famous Beta Beta Lambda seminar, an educational forum, presenting distinguished scientists, physicians and educators, which is of college level and awards a certificate of attendance. These sessions are held each day from 4 to 6 p. m.

Continental Can Co. nation-wide sales staff has four-day meeting

The annual sales conference of the Continental Can Co. was held at the Greenbrier Hotel, White Sulphur Springs, W. Va., May 28 to 31. Over 150 local and divisional sales managers and salesmen from Continental's 50 offices and plants throughout the country and Canada attended the four-day meeting.

The conference was divided into two sessions; general line and packers' cans. During the course of the packers' can meeting, numerous papers on important subjects were read by the sales,

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manufacturing, research, and sales service departments.

In addition to the sales staff, officers of the company attending the conference were C. C. Conway, chairman of the board; J. F. Hartlieb, president; O. C. Huffman, chairman executive committee; S. J. Steels, executive vice-president; F. G. Searle, vice-president in charge of sales; F. J. O'Brien, vice-president in charge of manufacturing; A. V. Crary, vice-president; I. W. England, vice-president. Continental Can Co. of Canada was represented by W. M. Tomkins, F. A. Whittall, F. H. Dillingham and others.

Sail and shore dinner feature Foragers annual outing

The good fellowship which marks gatherings of the Foragers was in full evidence at the annual outing June 29. The party sailed from New York to Atlantic Highlands from which point chartered buses took it to Green Gables. A baseball game and other activities followed by a shore dinner occupied the group.

Tangee's novel idea for introducing its new lipstick a marked success

The new Tangee red-red lipstick with a cream base was introduced to beauty editors by Mrs. Constance Luft Huhn, president of the George W. Luft Co.

Beauty editor being sketched with lipstick

late in June in a novel way. As each guest entered, she was sketched by a quick portrait artists using the lipstick as a crayon. The idea proved to be very popular. Specially designed pouches were given to the editors with a red-red lipstick, matching cake and creme rouge compacts.

Pepsodent to offer new dental cream and new mouth wash

Two products, a new dental cream and Maybreath mouth wash, are being tested out for sales appeal in a number of selected cities by the Pepsodent Co. Consumers are being sampled with a gift box which includes guest sizes of both products. The new dental cream is of the foaming type containing irium in larger amounts. The present test is an extension of the company's consumer preference surveys. The tests will continue until the company has sufficient data on which to base further moves.

Ansbacher-Siegle Corp. opens its own mid-western office

Ansbacher-Siegle Corp. has opened its own middle western sales office at 820 S. Clinton St., Chicago, Ill. The sale of its products in that territory was formerly handled by American Aniline Products, Inc., at the same address. The new sales office, laboratory and warehouse will be under the supervision of H. M. Cotey who is well known throughout color circles in that area.

Industry committee to determine highest minimum wage rate

Questionnaires sent to manufacturers in toilet preparations and drug industries by the Bureau of Labor Statistics of the U. S. Dept. of Labor will be an important factor in the deliberations of the industry committee that will be established. The industry committee will be charged with determining the highest minimum wage rate, not to exceed 40 cents an hour, which will not substantially curtail employment.

Recommendations of the committee will be submitted to the Administrator.

The questionnaires were drafted to obtain as simply as possible essential wage information; and an examination of them shows that the questions are confined to the subject. The employer is only asked to give information from records he is already keeping; he is not even asked to calculate the hourly rate of each employee.

The term "drug, medicine and toilet preparations industry" means the manufacture or packaging of any one or more of the following products (except shaving cream, shampoo, glycerine or soap):

(a) drugs or medicinal preparations (other than food) intended for internal or external use in the diagnosis, treatment or prevention of disease in, or to affect the structure or any function of the body of, man or other animals, or

(b) dentifrices, cosmetics, perfume or other preparations designed or intended for external application to the person for the purpose of cleansing, improving the appearance of, or refreshing the person.

In establishments which produce or package the above products but are primarily engaged in distributing any of the above products or other articles produced by others, no employees shall be deemed to be engaged in any occupation covered by this definition except such employees as are immediately engaged in the operations of manufacturing such products or of packaging them in consumer packages.

The definition of the drug, medicine and toilet preparations industry, except where expressly limited, covers all occupations in the industry which are necessary to the production of the products specified in the definition including clerical, maintenance, shipping, and selling occupations.

BIMS bang the ball at Westchester outing

More than 80 members of the BIMS braved the rainy day to attend the second monthly golf tournament at the Winged Foot Golf Club on Tuesday, June 11th. This certainly speaks well for the spirit of good fellowship that prevails in this organization of buyers, importers, manufacturers and salesmen of the cosmetic, drug and allied industries. It's always fair weather when BIMS get together.

Martin Schultes

While the soaking wet course made for high scores, every one in attendance got a great deal of fun out of the golf game and dinner at this beautiful club.

Some very beautiful prizes were distributed by the chairman, Martin F. Schultes, to the lucky winners as follows: C. W. Rice, Dudley Schwartzman, Charles Macauley, C. E. Hemingway, William Gunther, J. M. Kahn, Harry Griffiths, Charles W. Darr, Walter S. Nuckols, Frederick J. Lueders, W. G. McMahon, George H. Fuller, Burton T. Bush, Karl Voss, John E. Gabrielsen, H. G. Robinson, Frank L. Kiernan, Alexander D. Henderson, and Augustus H. Bergmann.

American Chemical Corp. to promote Mist, spray deodorant

Madeline C. Foley was chosen president and treasurer of the American Chemical Corp., 39 Division Street, Newark, N. J., for the ensuing year at the firm's annual meeting held May 22.

The cosmetic division, after considerable research, has perfected its liquid deodorant, Mist, which is to be placed on the market shortly. It will be promoted in a national campaign and the Lynn Baker company has been appointed as the advertising agency. The product will be known as Mist, the spray deodorant.

The firm maintains offices in New York, Hollywood, Milwaukee and Buenos Aires in addition to its headquarters in Newark, N. J.

SELECTED BOOKS

THE COSMETIC FORMULARY. Vol. 1. By H. Bennett. The latest, most comprehensive compilation of practical commercial and experimental cosmetic manufacture. No theory. For the chemist, manufacturer, student, experimenter. Hundreds of valuable formulae. Working methods and equipment thoroughly covered. Sources of raw materials, giving trade names and rarer products . . . $3.80 postpaid.

PERFUMES, COSMETICS & SOAPS. By William H. Poucher.
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HAIR-DYES & HAIR-DYEING. By H. Stanley Redgrove & J. Bari-Woollss. New, completely revised edition of this standard work. A new chapter deals with hair brightening shampoos and rinses, hair tints, etc. Special chapters on technique of eyebrow and eyelash dyeing and shampoo-dyeing . . . $5.10 postpaid.

CONDENSED CHEMICAL DICTIONARY. 2nd edition. Compiled and edited by Staff of the Chemical Engineering Catalog. 551 pages. Thumb index. A short-cut to specific information concerning 12,000 chemicals and raw materials. Designed for the practical use of all who are required to know the properties and industrial uses of chemical products . . . $10.00 postpaid.

MODERN SOAP MAKING. By E. G. Thomssen & C. R. Kemp. First entirely original American book on soap manufacture in 20 years. Covers every phase . . . $7.60 postpaid.

COSMETIC DERMATOLOGY. By Herman Goodman. Covers the field from acne to vitamins and hormones . . . $6.55 postpaid.

FLAVORS AND ESSENCES. By M. H. Gazan. A new-type formula book. Many formulas never published before. Each carefully tested—each may be used freely by purchaser of the book. Except for a few, no equipment required. Fruit flavors and essences for confectionery, syrups, mineral waters, ice creams, custard powders, etc.; fruit ethers for boiled goods and sweets; wine flavors for distillers, confectioners, etc.; herbal extracts . . . $10.00 postpaid.

COSMETOLOGY JURISPRUDENCE. By Romeyn Sammons, Member of New York & California Bars. An authentic, concise, understandable work containing vital facts and data on the law as it affects the relationship between beauty shop owner, operator and customer. Points out the pitfalls to legal disaster that those in the beauty culture industry may, by forethought and care, avoid them . . . $5.10 postpaid.

PREPARATION OF PERFUMES & COSMETICS. By Durvelle. 419 pages . . . $10.00 postpaid.

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Rules of practice for hearings under Food, Drug and Cosmetic Act

New rules of practice for hearings required under section 701(e) of the Federal Food, Drug and Cosmetic Act have been announced by the Dept. of Agriculture. They supersede the rules of procedure published in the Federal Register of January 13, 1939, and amendments in the Federal Register of June 22, 1939.

The general procedure which has been observed in all hearings held under this statute remains unchanged. The new regulations differ from the previous ones in numerous details. The changes are designed to eliminate requirements which have resulted in delay in the final issuance of regulations but these changes in no wise affect the legal rights of interested parties.

The rules of practice are published in the Federal Register of June 26. Copies may be purchased from the Superintendent of Documents, Government Printing Office, Washington, D. C.

BIMS of Boston pound the pill at first tournament of season

Word from Bob Kelly, chairman of the BIMS of Boston, that their first golf tournament and dinner party of the year, was a decided success has just been received.

Held at the Commonwealth Country Club, Newton, Mass., June 27, there were 61 members and guests present of whom ten were from the BIMS of New York, N. Y.

The prize winners were: grand door prize, Dr. E. C. Merrill; low gross, member prize, Paul Mulvanity; low net, member prize, Ralph Stevenson; low gross, guest from BIMS of N. Y., B. T. Bush; kickers' prizes, Frank Hincks, W. S. Wallace, Wilmer Starkey, F. J. Hailer, W. B. Richardson, G. C. Coleman.

The next golf tournament of the BIMS of Boston is to be on August 8 at the Charles River Country Club, Newton Center, Mass.

Givaudan-Delawanna holds housewarming for friends in the trade

The attractive new offices of Givaudan-Delawanna, Inc., 330 West 42nd St., New York, N. Y., were visited by a host of friends of the concern on the evening of June 11 when the housewarming was held. Dr. Eric Kunz, Ralph M. Stevenson, G. A. Geiger and H. F. Duffy and department heads received the guests who enjoyed light refreshments at the close of the reception.

The new offices take up about 8,500 sq. ft. of space and include the executive offices, the sales, purchasing, and credit departments as well as the service laboratories. In the Delawanna, N. J., plant the stock, accounting, billing, shipping and manufacturing plant as well as the research laboratories are located.

The offices include a smoking room for men and a room for relaxation for women. The color scheme is carried out in light green with green topped desks and venetian blinds. Joseph Balsam is in charge of the perfume division of the service laboratories, Walter Wynne is in charge of the cosmetic service laboratories and Arthur Klein is in charge of the soap service laboratories. Needless to say, the laboratories are well equipped. It is in the service laboratories that Mr. Balsam does his creative work developing new ideas and innovations. In the cosmetic service laboratories, Mr. Wynne carries on research work and assists customers in working out difficulties. A miniature soap plant is operated by Mr. Klein in the soap service laboratories.

Plaskon acquired by Libbey-Owens-Ford Glass Co.

Plaskon Corp. has been purchased by the Libbey-Owens-Ford Glass Co., Toledo, Ohio. The company was organized as the Toledo Synthetic Plastics Co., manufacturing urea formaldehyde molding materials, and in 1936 changed its name to Plaskon Corp.

Owens-Illinois Glass Co. presents recipe book to pharmacy graduates

Every graduate of the sixty-odd pharmaceutical schools and colleges throughout the United States received a copy of the Pharmaceutical Recipe Book (Second Edition) at commencement exercises as a result of a special fund set up by the Owens-Illinois Glass Co. The fund, established by the prescription-ware division of the Owens-Illinois Glass Co., is being inaugurated this year with the presentation of more than 1500 of the handsomely-bound A.Ph.A. Recipe Book.

Two University of Toledo graduates receive Pharmaceutical Recipe Books, given to 1500 pharmacists by Owens-Illinois Glass Company

Lemmermeyer reveals his skill as a broadcaster over the radio

Michael Lemmermeyer, president, Aromatic Products, Inc., New York, N. Y., demonstrated on the evening of July 2 that he has distinct skill as a radio broadcaster. Many people who listened to station WABC that evening were treated to a fascinating lecture by him on aromatics and what is being done with them.

Robinson Wagner Co. moves from Brooklyn to Mamaroneck

The Robinson Wagner Co. expects to be settled in its new plant and offices in Mamaroneck, N. Y., this month.

Proposes branch chapters of F. E. M. A. in Mexico and Canada

The organization of branches or chapters of the Flavoring Extract Manufacturers Assn. in Mexico and in Canada was suggested by Dr. Clarke E. Davis, retiring president of the Flavoring Extract Manufacturers' Assn. in his address before the recent convention. While the suggestion was not discussed at length at the time, since the meeting it has been favorably considered as a step in the right direction in cementing into a closer relationship the industry on this hemisphere. This policy has been advocated by the Department of Commerce.

Isador Alter ceased to be a bachelor June 30

Isador Alter, president and founder of the A'Cadia Powder Puff Co., New York, N. Y., was married to Miss Diana Johns in tht Community Center, New York, by Dr. Israel Goldstein. Mrs. Alter has been stylist for the company for the last year and will continue her work.

Obituaries

George E. Banks

George E. Banks in charge of the Phfladelphia territory for Swindell Brothers, Inc., Baltimore, Md., died June 2 at the age of 55 years following an illness of about a year. Mr. Banks was related to the Swindell family and had been associated with the concern for many years. He is survived by his widow and two sons.

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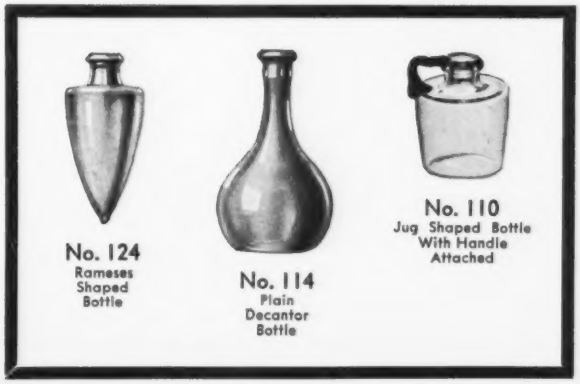

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Rameses Shaped Bottle

No. 114
Plain Decantor Bottle

No. 110
Jug Shaped Bottle With Handle Attached

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W. M. Van Ostrom

W. M. Van Ostrom, general manager of the Durlin Corp., New York, N. Y., succumbed to a heart attack June 21. He had had some warning of his condition several weeks before, but with his accustomed vigor resumed business activities about a week before he passed away. The Durlin Corp. was organized about two years ago, and to it he gave unsparingly of his ability in its development.

Trade Jottings

Yardley & Co. has brought out a new liquefying cleansing cream. It is pink tinted and the newly designed jar is in pink glass capped with pink plastic. This top is decorated with a bas-relief of the familiar Yardley bee motif.

Mary Dunhill's Madame de Pompadour compact was inspired by a 18th Century snuff-box model. It has been modernized into a light weight jeweler-type compact. It is available in sterling silver or gold plate.

Barbara Bates has a silvery-white nail lacquer, called Moontone.

Delettrez new cologne is called Wild Flower Bouquet.

Ciro's Doux Jasmin perfume was used in a promotion feature at R. H. Macy & Co. recently when customers purchasing a dress in the color described as sweet-jasmine white received a complimentary vial of the perfume.

Primrose House suggests that its petal bloom finishing lotion may be used as a substitute for powder. It comes in five shades, natural, beige, rose beige, primrose tan and bandana.

Richard Hudnut is currently offering dealers a new display featuring its floral colognes. Each stand is designed to hold three cologne bottles or two cologne and one atomizer bottle The display is done in lavender and blue.

Kathleen Mary Quinlan's new cologne is called Forget-Me-Not. A blue forget-me-not flower motif decorates the silvery label and the cap is also in silver.

The George W. Luft Co. announces a special deal on Tangee face powder. It offers to dealers one piece free with each six ordered, three pieces free with each dozen ordered. This applies to both sizes of face powder. A theft-proof counter display is offered free.

Cutex' new polish shades are Rumpus and Riot, offered as a tie in with the back-to-college season. These new shades were available July 1 and are being promoted in national women's magazines and in 86 local newspapers throughout the country.

When Miss Jessica Ogilvie returned to New York from Honolulu, she carried arthuriums, tropical flowers, picked two weeks earlier

D'Orsay's new lipstick shade is called Tricolor Red.

Schick Dry Shaver, Inc., which recently launched a campaign for its Lady Schick, an electric dry shaver created especially for women, presents with it a cosmetic cream designed to lighten in color the downy hair growth and to keep the skin smooth.

Bourjois has a special package available now. A regular size Evening in Paris dusting powder plus a three ounce bottle of bubbling essence is offered for the price of the powder.

Rose Laird's Tanalogne is being promoted as sunburn preventive. It is said to be compounded free of oil and greasy substances. It is presented in a four-ounce bottle.

Parfums Charbert recently launched The Bath Hamper, containing bubble bath powder scented with gardenia, rose geranium or pine. The miniature hamper is blue or pink painted wood trimmed with ribbons and flowers. A pink or blue scoop is to be found inside the hamper.

Maurice Levy has reintroduced Papier Poudre which originated in 1890. It is available in four colors which blend with skin tones, rachel, natural, rose and suntan. Papier Poudre is made of specially milled Chinese paper which is coated with scented powder and bound by Papier Poudre, Ltd., of England. The miniature booklets containing 72 pages come in two sizes.

Luxor Ltd. announces a new make-up line including seven shades of powder and five matched make-up trios in cream rouge, dry rouge and lipstick. These have been produced under the direction of Syd Symons, the firm's make-up stylist, who spent many years in Hollywood. The face powder shades are bluish tint, rose rachel, ivory rachel, peachglow, ochre, sunglow and high-light white. The matched make-up trios are called roseblush, liberty red, sunglow, raspberry and tulip red.

Dorothy Gray has brought out a summer gift package in its Floral Fantasies series. It is a bath set containing eau de cologne and dusting powder. The fragrances include the firm's new South American and the Old Fashioned Pink Bouquet.

Maison Jeurelle announces a companion item to its group of colognes, i.e., dusting powder in nine scents to match the colognes. The dusting powder has been similarly packaged in a round blossom pink container with the decorative motif the name Jeurelle which is designed of garlands of forget-me-nots.

Fairystone Distibuting Co. announces its new rouge as a companion item to its powder base. These two are being promoted as make-up twins. The rouge is presented in a rose and silver packette so that it may be carried conveniently in purse or pocket. There are four shades offered.

V. Vivaudou Inc. has launched a new lipstick called Viva-Caprice. It is green in color but turns red on the lips. It is said to not come off. Available in two shades, natural and brunette, the lipstick retails for 25 cents and is being distributed through national syndicates.

Jacqueline Cochran beauty traveling kits were distributed to the 12 Cinderellas who represented their home towns at the Glass Center of the New York World's Fair during the week of June 24 to 30. Miss Cochran entertained the girls at luncheon in Rockefeller Center's Rainbow Room.

Lentheric has designed new cases for its Confetti lipstick, although all shades are available in the new case which is matched with the firm's Duo-Tone gold finish vanity. It is of brushed gold with two perpendicular panels of bright gold finish which are slightly raised to give design. A band of bright gold encircles the base.

Elizabeth Arden has added Blue Grass Flower Mist cologne to her line of after-bath items. It comes in a round pinch bottle with an atomizer top. Blue and pink are the colors used for the packaging.

Lehn & Fink Products Corp. has announced Hinds deodorant cream as a sister product to Hinds Honey & Almond cream. It is offered in three sizes.

Jordeau Inc. is promoting a waterless shampoo as a new aid to grooming. It is available in two sizes.

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Since the introduction of this new face powder material sales of it have constantly increased because the use of it actually represents a development in fine face powders.

Its exceptional silky, soft smoothness, the complete absence of odor and the extremely fine particle size of it, plus its extraordinary adhesiveness actually improves a face powder in which it is used. As little as 5% added to your formula will bring about this result although it is being used in some face powder to the extent of 15% and a formula is offered showing its use in this percentage.

Samples are at your disposal and we believe that this is one of the Plymouth products which warrants a serious investigation by every face powder manufacturer because it has real merit.

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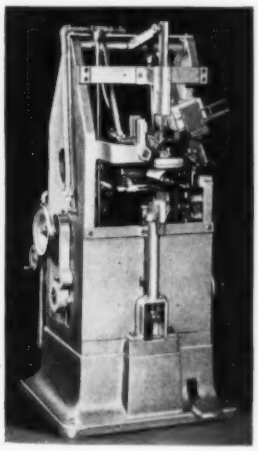

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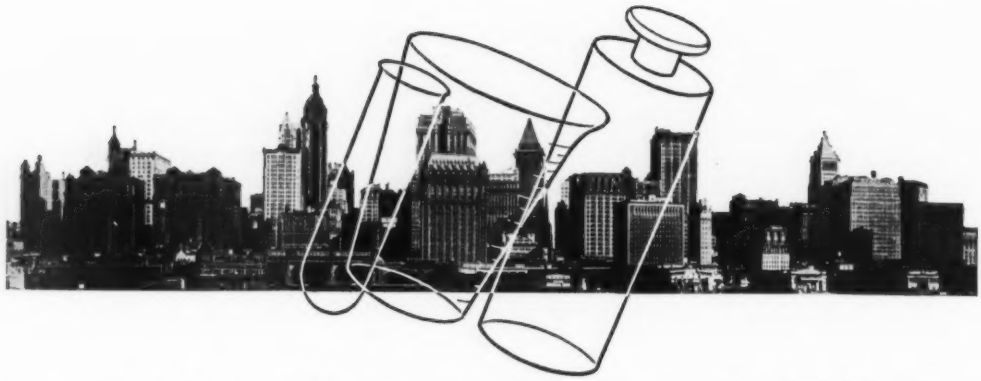

War and Tax Disturb Market

THE SITUATION in various markets of the world on sources of supply for a vast number of raw materials which go into the manufacture of perfumes, toilet goods and cosmetics is nothing on which to base predictions. The swift-moving developments in Europe made it exceedingly difficult for local houses to carry on business.

The entry of Italy into the war cut off the entire Mediterranean trade. Quickly following this event was the capitulation of France, another large supplier of raw materials especially those articles which go into perfumes, toilet waters and fancy soaps.

Some Items Withdrawn

Local houses in some instances were forced to withdraw offerings of certain items. In other cases, decided readjustments became necessary in view of the general uncertainty over future supplies or costs.

Since a number of consumers were fairly well covered against purchases made several months ago, the demand side of the market was quite orderly. Each transaction or inquiry was checked carefully, however, in order to reserve stocks for the future.

Tax Increase Ups Alcohol Demand

The increase in the tax of pure non-beverage alcohol which was put into effect July 1 brought about a heavy demand for this material from the extract trade and various other consuming lines.

In the midst of the excitement, it appeared that prices of essential oils were advanced to exceedingly high levels. A close check on the list would reveal, however, that most articles might still be considered reasonable. Many have forgotten there had been a period of low prices; unprecedented low prices in many cases.

Oil Prices Advance

Italian citrus oils were advanced sharply and California lemon and orange rose conservatively as suppliers of the latter found their sales increasing. While the supply of Italian oils is shut off, domestic production of both lemon and orange should be sufficient to meet future requirements of the consuming trade.

Among the flower oils, geranium, rose and lavender registered advances. The future concerning such items as tuberose, vetiver and ylang ylang is highly clouded.

Spice oils displayed considerable activity. Inability to locate further offerings of raw material resulted in a decided upturn in oil celery.

Peppermint Market Uncertain

Peppermint and wormseed turned easier. New crop influences are at work and with the export market having been virtually cut off, the outlook is not considered very promising. Production of peppermint oil is concentrated largely in five states and fluctuates considerably from year to year depending upon weather conditions and acreage devoted to its cultivation. It is used widely throughout the world as a flavoring material, particularly in the confectionery and pharmaceutical trades. Approximately 50 per cent of the total output is exported. In previous years it has been exported to more than forty foreign markets, the bulk going to the United Kingdom, Germany and Canada.

Developments in sundries and drugs included advances in gum Arabic, tragacanth, orris root, and slight losses in Japanese menthol and balsam Peru.

All grades of gum tragacanth scored sharp advances. In fact, prices became virtually nominal since only a few scattered parcels remained unsold here toward the close. A purchase involving approximately two hundred cases cleaned up practically all available lots in this market. According to reports, the purchase involved about $100,000.

Orris root quickly responded to developments abroad. It is doubtful any further stocks will reach this market from abroad for some time. Local houses are poorly supplied with material. The easier trend in balsam Peru was attributed to more favorable prices quoted for shipments from the source. Copaiba remained firm under the influence of a reasonably good demand. Brazil's exports of copaiba are largely to the United States with smaller quantities going to Japan, the United Kingdom and Germany. Total exports from Brazil last year amounted to 156,499 kilos with the United States taking about 111,096 kilos.

Buyers Proceed Cautiously

Demand for stearic acid and red oil improved slightly following a reduction of ¾ cent a pound. Prior to the decline, new business had been rather disappointing. Fair quantities moved into consumption against contracts but the uncertainty here and abroad caused some buyers to proceed with caution.

The future concerning menthol is not considered very promising. The spot market is usually quiet at this season of the year. Because of the limited demand, some holders grew impatient and the Japanese variety declined slightly.

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PRICES IN THE NEW YORK MARKET

(Quotations on these pages are those made by local dealers, but are subject to revision without notice)

ESSENTIAL OILS

Almond Bit, per lb.	$2.75@	$3.00
S. P. A.	3.00@	3.25
Sweet True	.75@	.80
Apricot Kernel	.40@	.50
Amber rectified	.85@	1.00
Amyris balsamifera	3.00@	3.25
Angelica root	52.00@	60.00
Anise, U. S. P.	.75@	.80
Aspic (spike) Span.	1.10@	1.55
Bay	1.10@	1.30
Bergamot	8.75	Nom'l
Birch, sweet	1.55@	2.75
Birchtar, crude	.28@	.30
Birchtar, rectified	.90@	1.00
Bois de Rose	1.70@	2.00
Cade, U. S. P.	.55@	.65
Cajeput	.70@	.85
Calamus	7.50@	8.25
Camphor "white"	.52	Nom'l
Cananga, Java native	1.65@	1.80
rectified	1.90@	2.25
Caraway	5.25	Nom'l
Cardamon, Ceylon	15.50@	18.00
Cassia rectified, U. S. P.	1.30@	1.45
Cedar leaf	.65@	.90
Cedar wood	.20@	.40
Celery	9.00@	10.50
Chamomile (oz.)	5.00@	7.00
Cinnamon	8.00@	16.25
Citronella, Ceylon	.38@	.43
Java	.36@	.41
Cloves, Zanzibar	1.25@	1.40
Copaiba	.60@	.75
Coriander	11.00@	20.00
Croton	2.75@	3.25
Cubebs	3.50@	3.75
Cumin	5.25@	7.25
Dillseed	5.00	Nom'l
Erigeron	2.20@	2.75
Eucalyptus	.72@	.80
Fennel, Sweet	2.00@	2.55
Geranium, Rose, Algerian	3.10@	3.25
Bourbon	2.75@	3.00
Turkish	2.75@	2.85
Ginger	5.00@	5.75
Guaiac (Wood)	3.25@	3.50
Hemlock	.90@	1.10
Juniper Berries	2.85@	3.50
Juniper Wood	.50@	.60
Laurel	4.75@	5.00
Lavender, French	3.75@	5.75
Lavandin	3.30@	3.50
Lemon, Italian	5.00	Nom'l
Calif.	3.25@	
Lemongrass	.78@	.83
Limes, distilled	5.00@	5.75
express	7.25@	8.00
Linaloe	1.45@	1.85
Lovage	55.00@	70.00
Marjoram	5.75@	10.00
Neroli, Bigarde, P.	145.00@	150.00
Petale, extra	190.00@	200.00
Olibanum	5.25@	5.75
Opopanax	10.00@	12.00
Orange, bitter	2.80@	2.85
sweet, W. Indian	2.25@	2.75
Italian	8.00	Nom'l
Spanish	4.00@	4.75
Calif. exp.	2.00@	
Orris root, con. (oz.)	8.50	Nom'l
Orris root, abs. (oz.)	35.00@	56.00
Orris Liquid	18.00@	25.00
Pennyroyal Amer.	2.20@	2.50
European	2.35@	2.85
Peppermint, natural	2.70@	2.80
redistilled	2.95@	3.35
Petitgrain	1.50@	2.20
Pimento	3.00@	4.75
Pinus Sylvestris	2.30@	2.75
Pumillonis	2.40@	2.50
Rose, Bulgaria (oz.)	6.00@	12.00
Rosemary, French	.70@	.80
Spanish	.65@	.72
Sage	2.25@	2.75
Sage, Clary	28.00@	30.00
Sandalwood, East India	5.50@	6.00
Australia	5.80@	6.00
Sassafras, Natural	1.20@	1.35
artificial	.80@	.83
Snake root	9.50@	11.00
Spearmint	2.30@	2.75
Thyme, red	1.30@	1.70
white	1.60@	2.00
Valerian	12.00@	14.00
Vetivert, Bourbon	5.25@	6.00
Java	4.00@	7.80
Wintergreen	3.35@	8.00
Wormseed	4.65@	4.80
Ylang Ylang, Manila	22.00@	24.00
Bourbon	3.00@	5.75

TERPENELESS OILS

Bay	2.65@	3.15
Bergamot	15.00@	17.00
Clove	3.00@	4.75
Coriander	45.00@	50.00
Geranium	8.00@	12.50
Grapefruit	60.00@	65.00
sesquiterpeneless	85.00@	
Lavender	8.00@	16.50
Lemon	15.00@	21.00
Lime, ex.	67.00@	70.00
Orange, sweet	120.00@	
bitter	98.00@	115.00
Petitgrain	2.60@	3.75
Rosemary	5.00@	6.25
Sage, Clary	90.00@	
Vetivert, Java	35.00@	
Ylang Ylang	28.00@	35.00

DERIVATIVES AND CHEMICALS

Acetaldehyde 50%	2.00@	
Acetophenome	1.35@	2.00
Alcohol C 8	10.00@	14.00
C 9	22.00@	35.00
C 10	20.00@	
C 11	17.50@	19.00
C 12	8.00@	18.00
Aldehyde C 8	30.00@	35.00
C 9	20.00@	40.00
C 10	23.00@	35.00
C 11	18.00@	20.00
C 12	23.00@	28.00
C 14 (so-called)	13.00@	
C 16 (so-called)	8.00@	13.00
Amyl Acetate	.50@	.75
Amyl Butyrate	.90@	1.10
Amyl Cinnamate	4.50@	5.80
Amyl Cinnamate Aldehyde	2.00@	3.50
Amyl Formate	1.00@	1.75
Amyl Phenyl Acetate	3.00@	5.55
Amyl Salicylate	.75@	.90
Amyl Valerate	1.80@	2.10
Anethol	1.10@	1.45
Anisic Aldehyde	2.80@	3.20
Benzophenone	.90@	1.30
Benzyl Acetate	1.50@	
Benzyl Alcohol	.70@	1.00
Benzyl Benzoate	.85@	1.75
Benzyl Butyrate	4.00@	6.00
Benzyl Cinnamate	5.25@	6.50
Benzyl Formate	3.50@	3.60
Benzyl Iso-eugenol	10.25@	12.30
Benzylidenacetone	2.25@	3.50
Borneol	2.00	Nom'l
Bornyl Acetate	1.50@	4.50
Bromstyrol	3.75@	4.25
Butyl Acetate	.08½@	.14½
Butyl Propionate	2.00@	
Butyricaldehyde	12.00@	
Cinnamic Acid	3.75@	4.50
Cinnamic Alcohol	3.00@	3.85
Cinnamic Aldehyde	1.00@	1.25
Cinnamyl Acetate	7.50@	11.00
Cinnamyl Butyrate	12.00@	14.00
Cinnamyl Formate	13.00@	
Citral C. P.	2.00@	2.80
Citronellal	.85@	1.65
Citronellol	1.60@	2.00
Citronellyl Acetate	3.50@	5.00
Coumarin	2.75@	3.00
Cuminic Aldehyde	27.00@	48.00
Diethylphthalate	.24@	.33
Dimethyl Anthranilate	5.75@	8.00
Ethyl Acetate	.30@	.50
Ethyl Anthranilate	5.75@	7.50
Ethyl Benzoate	1.20@	1.75
Ethyl Butyrate	1.00@	1.25
Ethyl Cinnamate	3.25@	3.80
Ethyl Formate	1.00@	1.25
Ethyl Propionate	1.20@	2.35
Ethyl Salicylate	1.15@	2.50
Ethyl Vanillin	6.00@	6.50
Eucalyptol	.85@	.90
Eugenol	1.80@	2.10
Geraniol, dom.	1.15@	3.50
Geranyl Acetate	1.70@	2.50
Geranyl Butyrate	6.00@	8.00
Geranyl Formate	3.50@	6.00
Heliotropin, dom.	3.15@	3.50
Hydrotopic Aldehyde	25.00@	27.50
Hydroxycitronellal	2.25@	6.00
Indol, C. P. (oz.)	2.80	Nom'l
Iso-borneol	2.30@	
Iso-butyl Acetate	2.00@	2.65
Iso-butyl Benzoate	2.70@	3.10
Iso-butyl Salicylate	2.75@	5.50
Iso-eugenol	2.65@	4.50
Iso-safrol	2.00@	
Linalool	3.00@	4.75
Linalyl Acetate 90%	2.50@	4.00
Linalyl Anthranilate	15.00@	
Linalyl Benzoate	10.50@	
Linalyl Formate	9.00@	12.00
Menthol, Japan	3.55@	3.70
Synthetic	2.50@	3.00
Methyl Acetophenone	1.31@	2.00
Methyl Anthranilate	2.20@	3.25
Methyl Benzoate	.75@	1.75
Methyl Cellulose	.70@	.75
Methyl Cinnamate	4.50@	7.25
Methyl Eugenol	3.50@	6.75
Methyl Heptenone	2.50@	4.50
Methyl Heptine Carbonate	25.00	Nom'l
Methyl Iso-eugenol	6.25@	11.50
Methyl Octine Carbonate	26.00@	32.00
Methyl Paracresol	2.25@	5.00
Methyl Phenylacetate	1.60@	2.25
Methyl Salicylate	.35@	.40
Musk Ambrette	3.60@	4.00
Ketone	3.75@	4.10
Xylene	1.10@	1.40
Nerolin (ethyl ester)	1.35@	1.80
Nonyl Acetate	.40@	.45
Octyl Acetate	.30@	.35
Paracresol Acetate	3.60@	5.25
Paracresol Methyl Ether	2.50@	3.50
Paracresol Phenyl-acetate	5.00@	8.50
Phenylacetaldehyde 50%	3.00@	4.50
100%	4.10@	7.25
Phenylacetic acid	2.00@	3.75
Phenylethyl Acetate	2.45@	5.00
Phenylethyl Alcohol	2.30@	3.10
Phenylethyl Anthranilate	16.00@	

[Continued on p. 102]

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- ☐ FLORAL COLOGNE ☐ COLOGNE DEODORANT

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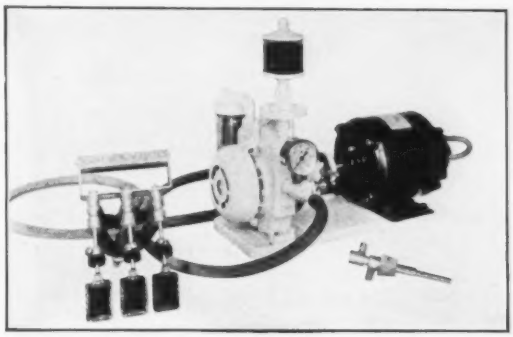

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[Continued from p. 100]

Phenylethyl Butyrate	2.25@	12.00
Phenylethyl Propionate	5.50@	7.00
Phenyl Formate	12.50@	18.00
Phenyl Valerianate	16.00@	
Phenylpropyl Acet.	7.90@	11.00
Phenylpropyl Alcohol	5.25@	8.50
Phenylpropyl Aldehyde	8.25@	11.00
Rhodinol	5.50@	6.50
Safrol	1.00@	1.10
Santalyl Acetate	20.00@	22.50
Skatol C. P. (oz.)	6.00@	10.00
Styralyl Acetate	6.75@	10.00
Styralyl Alcohol	10.00@	14.00
Terpinyl Acetate	.80@	1.20
Terpineol, C. P.	.26@	.40
Thymene	.45@	
Thymol	1.50@	1.70
Vanillin (clove oil)	2.60@	2.75
(guaiacol)	2.50@	2.65
Pure, crystal	2.10@	2.25
Vetivert Acetate	23.00@	28.00
Violet Ketone Alpha	5.00@	10.00
Beta	5.50@	8.00
Methyl	5.25@	8.00
Yara Yara (methyl ester)	1.50@	1.75

BEANS

Tonka Beans, Surinam	.80@	.85
Angostura	2.40@	2.65
Vanilla Beans		
Mexican, whole	6.50@	7.00
Mexican, cut	6.50@	6.65
Bourbon, whole	6.50@	7.25
South American	6.25@	6.50

SUNDRIES AND DRUGS

Acetone	.06¼@	.08¼
Almond meal	.25@	.27
Ambergris, ounce	20.00@	22.00
Balsam, Copaiba	.35@	.36
Peru	.85@	.90
Beeswax, white	.36@	.38
yellow	.23½@	.25
Bismuth sub-nitrate	1.48@	1.50
Borax, crystals, carlot, ton	48.00@	58.00
Boric acid, ton	125.00@	140.00
Calamine	.18@	.20
Calcium, phosphate	.08@	08¾
Phosphate, tri-basic	.09@	.10
Camphor	.87@	.92
Castoreum	15.00@	20.00
Cetyl Alcohol	.95@	1.75
Pure	1.75@	2.15
Chalk, precip.	.03½	.06½
Cherry laurel water, din.	4.75@	5.25
Citric Acid	.21@	.21½
Civet, ounce	6.75@	8.50
Clay, Colloidal	.07@	.15
Cocoa butter lump	.15@	.25
Cyclohexanol (Hexalin)	.30@	.50
Fuller's Earth, ton	15.00@	33.00
Glycerine, C. P. drums	.12½@	.15¼
Gum Arabic, white	.30@	.32
Amber	.15@	.17
Gum Benzoin, Siam	1.50@	1.70
Sumatra	.20@	.21
Gum galbanum	.98@	1.15
Gum myrrh	.50@	.60
Henna powd.	.18@	.20
Kaolin	.03@	.05
Labdanum	3.25@	5.00
Lanolin, hydrous	.29@	.32
anhydrous	.30@	.33
Magnesium, Carbonate	.09@	10¾
Stearate	.24@	.27
Musk, ounce	21.00@	28.00
Olibanum, tears	.25@	.35
siftings	.10@	.15
Orange flower water, gal.	1.50@	
Orris root, powd.	.26@	.30
Paraffin	.06¾@	.09¼
Peroxide	1.10@	1.75
Petrolatum, white	.06¼@	.08½
Quince seed	1.20@	2.00
Rich starch	.08@	.09½
Rose leaves, red	3.00@	3.50
Rose water, din.	4.75@	5.00
Rosin, M. bbls.	5.75@	
Salicylic acid	.35@	.40
Saponin	3.00@	3.25
Silicate, 40°, drums, works, 100 pounds	.80@	1.20
Soap, neutral white	.20@	.25
Sodium, Carb. 58% light, 100 pounds	1.35@	2.35
Hydroxide, 76% solid, 100 pounds	2.60@	3.75
Spermaceti	.22@	.24
Stearate zinc	.24@	.26
Styrax	.55@	.85
Tartaric acid	.41¾@	.42¼
Tragacanth, No. 1	3.25@	3.50
Triethanolamine	.34½@	.42
Violet flowers	1.80@	2.00
Zinc oxide, U. S. P. bbls.	.09½@	.15

OILS AND FATS

Castor No. 1, tanks	.12½	Nom'l
Cocoanut, Manila Grade, tanks	.02⅞@	.03
Cocoanut Oil, tanks	.07@	
Corn, crude, Midwest mill, tanks	.05⅝@	.05¾
Corn Oil, distilled, bbls.	.08⅜@	.08½
Cotton, crude, Southeast, tanks	.05	Nom'l
Grease, white	.04	Nom'l
Lard	.05⅞@	.09¼
Lard oil, common, No. 1 bbls.	.08@	
Palm, kernel, bulk, ship	Nominal	
Palm, Niger, casks	.04½@	
Peanut, refined, barrels	.08¾@	.09
Red Oil, distilled, tanks	.06¼@	
Stearic acid		
Triple pressed	.12½@	.13½
Saponified	.12¾@	.13¼
Tallow, acidless, barrels	.07½@	
Tallow, N. Y. C. extra	.04@	
Whale oil, refined	.09⅛@	

F.E.M.A. Convention

(*continued from p. 42*) dancing continued until a late hour.

Members of the reception, dance and banquet committee were: Chris Christensen, chairman, Carl Black, Dr. J. H. Buchanan, G. M. Chapman, W. B. Durling, Frank Hartigan, H. B. Laymon, William H. Nelson, John Neumann, G. F. Pauley, C. H. Sethness, Jr., Louis Sherman, E. Wehmer and A. F. Wussow.

Miscellaneous Preparations Formulas

LIQUID ROUGE

Strong ammonia 0.880	6
Glycerine	12
Distilled water, to make	100
Carmine, No. 4	40

BEAUTY MILK

Mineral oil (Sp. gr. approx. 0.9)	12.0
Grapeseed oil	6.0
Cetyl alcohol	1.0
Triethanolamine	2.0
Stearic acid, triple pressed	5.0
Glycerine	4.0
Distilled water	70.0
Perfume	q.s.

PROTECTIVE CREAMS FOR INDUSTRIAL WORKERS (to protect skin from action of grease, paint, solvents, dirt and other materials detrimental to the skin They are water-soluble).

1. (U. S. Pat. 2,120,569)	
Sodium soap	128 oz.
Waterglass	110 oz.
Glycerine	100 oz.
Potato starch	2 oz.
Distilled water	32 lbs.
Cottonseed oil	3 oz.
Perfume	as desired
2. Soap (tallow or sodium stearate)	6.5
Glycerine	28.0
Sodium silicate	18.5
Water	47.0

HAIR PREPARATION

Alcohol (75 per cent)	96.0
Oleyl alcohol	2.0
Glycerine	1.7
Perfume	0.3

ANTISEPTIC LIQUID SHAMPOO

Oleic acid	7
Ti-tree oil	3
Coconut fatty acid	12
Triethanolamine	10
Glycerine	2
Water	66

HAIR LACQUER

Glycerine	30
Borax	25
Tincture benzoin	235
Perfume	10
Distilled water	700

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2—Pneumatic Scale 6-head Cappers, with automatic Cap Feeders.
2—Karl Kiefer Visco Filling Machines.
1—World and 1—Ermold semi-automatic Labeling Machines.
1—Pfaudler 500 gal. Glass Lined jack, Stainless Steel agitated Kettle, motor driven.
1—Cherry-Burrell No. 500 Viscolizer.
1—75 gal. Pfaudler Glass Lined Mixer, stainless steel Whipper type agitator, motor driven.
1—U. S. Bottlers Combination #4 Filler, Filler, Pump and Motor.
7—Single Punch and Rotary Tablet Machines: 3—Stokes N. single punch ½"; 3—Colton Rotary #2, ⅝"; 1—Stokes Rotary RD #1, 1".
2—20 x 48" Rotex Screens.
1—Stokes #15 Powder Filler, auger type.
5—Dry Powder Mixers from 50 to 2000 lbs.
1—Colton #4 Worm Tube Filling Machine.
29—Aluminum, Copper, Glass Lined, jacketed and agitated Kettles.

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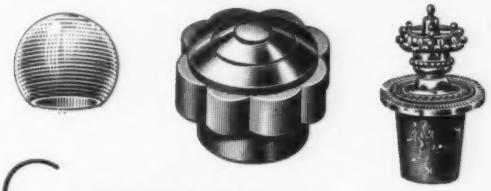

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INDEX TO ADVERTISERS

Allen & Sons, Ltd., Stafford —
Allied Products, Inc. 12
Aluminum Company of America 14
Aluminum Seal Company —
Ansbacher-Siegle Corp. 95
Aromatic Products, Inc. 61
Atlantic Refining Co. 11

Bagaroff, Velizar 89
Baker & Bro., H. J. 11
Batzouroff & Co. 2
Bopf-Whittam Corp. 99
Brass Goods Mfg. Co. 4
Bridgeport Metal Goods Mfg. Co., The 8
Bush & Co., Inc., W. J. 1-89

California Fruit Growers Exchange Back Cover
Camilli, Albert & Lalone —
Carr-Lowrey Glass Co. 19
Charabot & Co. Inside Back Cover
Citrus & Allied Essential Oils, Inc. —
Classified Advertisements 103
Colgate-Palmolive-Peet Co. 11
Consolidated Fruit Jar Co. 103
Consolidated Products Co., Inc. 103
Consorzia Provinciale Agrumicultura —
Cortizas Co., M. 53

De Laire, Fabriques 15
De Pasquale, S. and G. —
Dodge & Olcott Co. 15
Dreyer, Inc., P. R. 97
Drury & Co., A. C. 11
Duval, Compagnie 91

Economic Machinery Co. 97
Ertel Engineering Corp. 101

Felton Chem. Co., Inc. 22
Fezandie & Sperrle, Inc. 103
Fifth Avenue Protective Association —
Firmenich & Co., Inc. 26
Florasynth Laboratories, Inc. —
Fritzsche Bros., Inc., Insert Between 8-9

General Drug Co. 18
Givaudan-Delawanna, Inc., Insert Between 56-57
Glass Industries, Inc. —
Glass Products Co. 95
Goldschmidt Corp., The 16

Harkness & Cowing Co. 11
Helfrich Laboratories 3
Helfrich Laboratories of Canada, Ltd. 3
Helfrich Laboratories of N. Y., Inc. 3
Horn, John 103

Interstate Color Co. 104

Kep-Ark, Inc. —
Kimble Glass Co. 24

Leeben Chemical Co., Inc. 101
Leonhard Wax Co., Theodor 11
Lueders & Co., George —

Maryland Glass Corp. —
Mathieu, Inc., Chas. 99
Merck & Co., Inc. —
Mero, J. and Boyveau 15

Naugatuck Aromatics 20
Norda Essential Oil & Chemical Co., Inc. 5
Northwestern Chemical Co., The 89

Owens-Illinois Glass Co., The 21
Oxzyn Sales Company 17

Pappazoglu, Botu D., Inside Front Cover
Parento, Inc., Compagnie 13
Parfumeries de Seillans, Insert Between 8-9
Parsons, N. W. 97
Pennsylvania Refining Co. —

Revson, R. F. —
Rifa-New York, Inc. 95
Ritchie & Co., W. C. —
Robertet & Cie., P. 61
Rowell Co., Inc., E. N. 10

Sanderson & Sons, W. 15
Schimmel & Co., Inc. —
Seeley & Company —
Sherwood Petroleum Company, Inc. —
Sierra Talc Co. 11
Société des Chimique Usines Rhône Poulance —
Solo Laboratories, Inc. 101
Solvay Sales Corp. —
Standard Synthetics Co. —
Stummer, Joseph L. 99
Swindell Bros. —

Thurston & Braidich 11
Tombarel Frères 93
Tombarel Products Corp. 93
Turner White Metal Co., Inc. 59

Ungerer & Co. Inside Front Cover and Inside Back Cover
U. S. Industrial Chemicals, Inc., Insert Between 64-65

Van Ameringen-Haebler, Inc. 6-7
Van Dyk & Co., Inc. 103
Verley, Inc., Albert, Insert Between 16-17
Vidal-Charvet —

White Metal Mfg. Co. 9
Will & Baumer Candle Co., Inc. 91
Wirz, Inc., A. H. Front Cover

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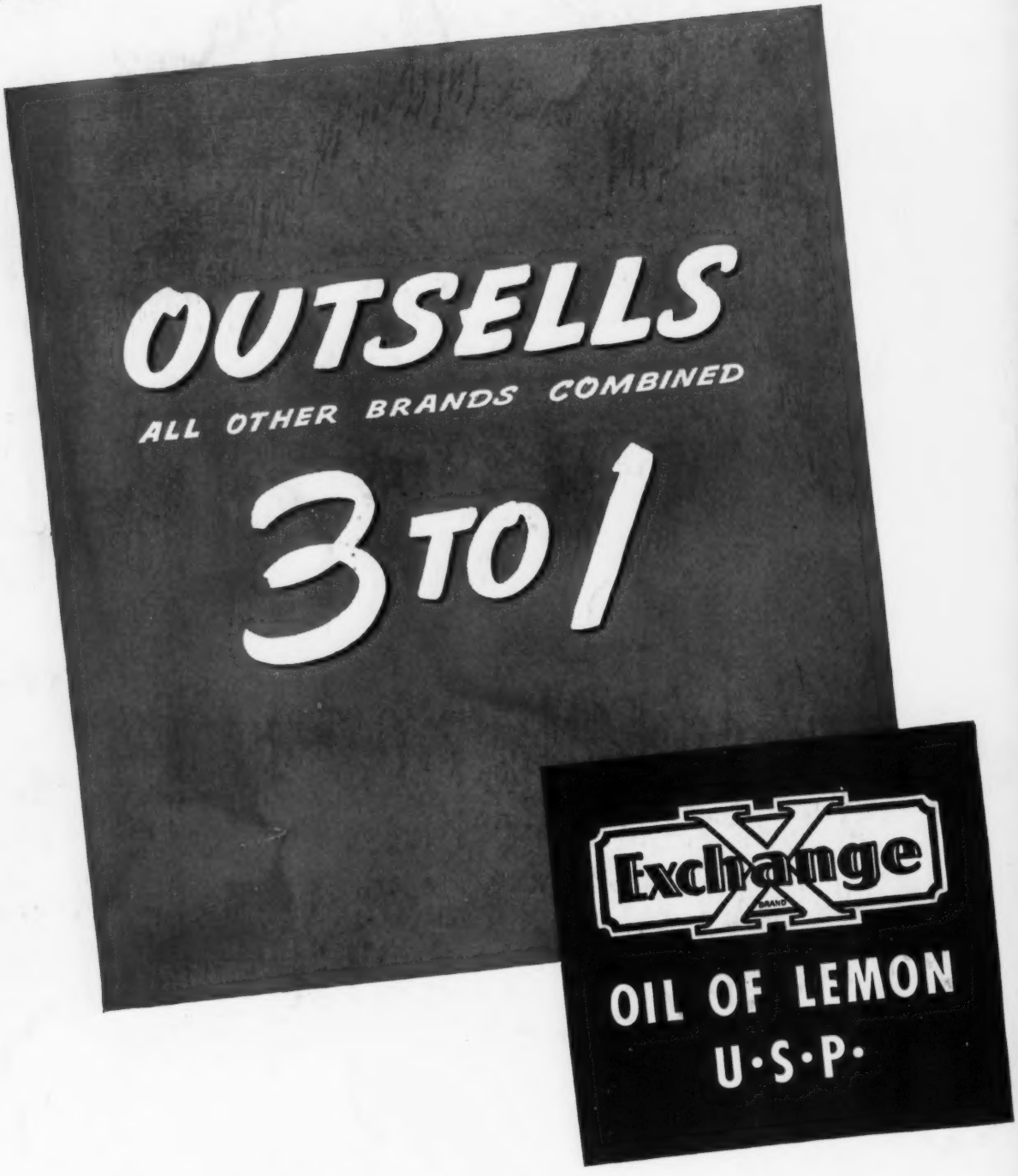

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